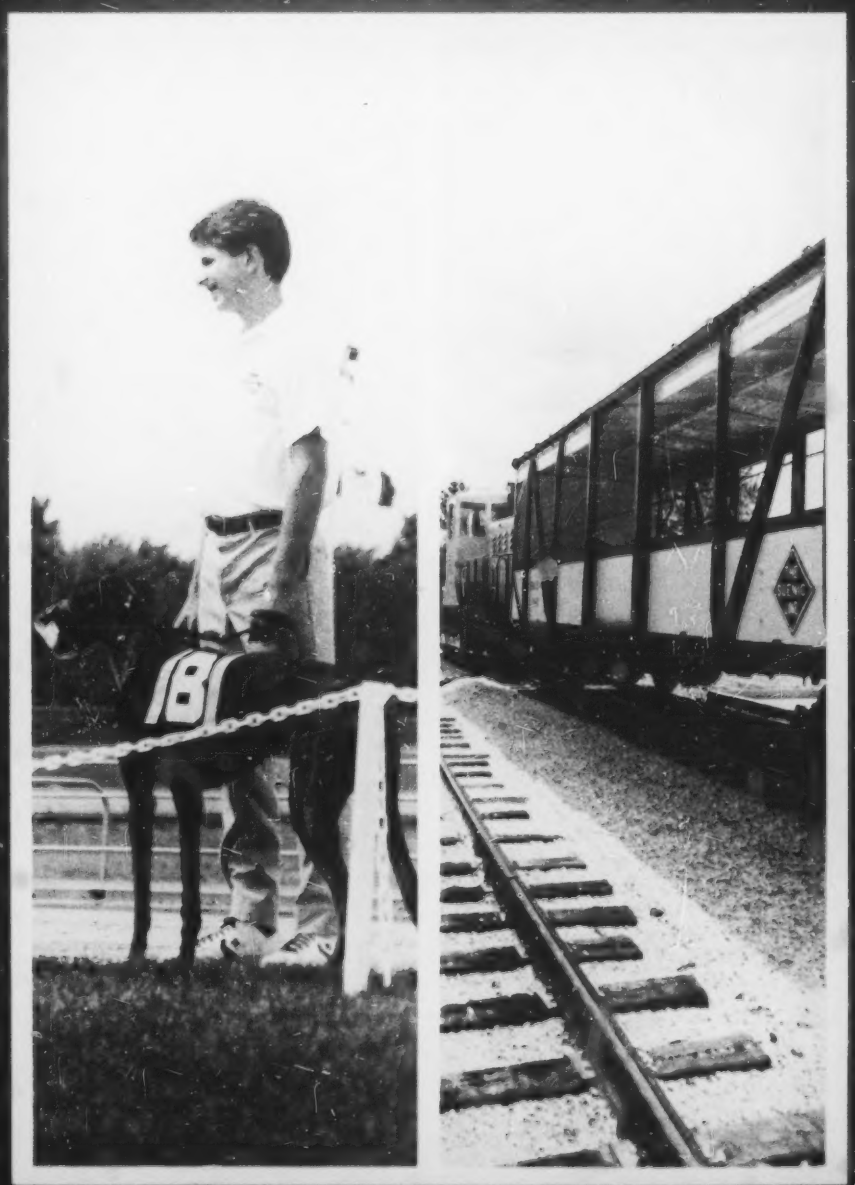
Digest



Boone & Dubuque Tourism boosts local economy

Industrial Expansions

Cookies

announces expansion plans

"Speed" Herrig, president of Cookies Food Products, Inc., recently announced plans for the construction of 7,000 square feet of additional warehouse space at the company's Industrial Park West headquarters in Wall Lake.

Cookies' new warehouse space will be constructed as an addition to the company's main warehouse and will be utilized for expanded raw material storage.

"Due to increased sales demand for Cookies products, we find it necessary to have additional raw material storage space available in order to keep pace with growing production demands," Herrig said.

Cookies' current expansion is the second such announcement since the company went into production in 1976. The first expansion was made in 1979, adding 3,500 square feet to the original facility.

Cookies Food Products is the manufacturer of Cookies Bar "B" "Q" Sauce and Cookies Taco Sauce and Dip. Cookies products are currently marketed in 14 states.

Millard Warehouse

expands Denison facility, as well as facilities in Des Moines and Iowa City

Millard Warehouse, headquartered in Omaha, Nebraska, has added 14,000 square feet to their 62,000-square-foot facility in Denison. The expansion has created three to four full-time positions at the warehouse in addition to the present 25-employee workforce.

The addition, the third in five years, has created space for 3 to 4 million additional pounds of refrigerated goods, bringing the total capacity to between 16 and 17 million pounds.

According to Tim Jackes, executive vice president of Millard Warehouse in Omaha, "Continuing growth of existing refrigeration customers in the Denison area, including Farmland Foods and Dubuque Packing and some additional requirements outside of Denison, made it feasible for us to expand."

"In addition, Denison has been an extremely good community to have a plant in and to have our employees live in," added Jackes.

Millard Warehouse also operates cold storage facilities in Des Moines and Iowa City. Each of these plants is being expanded — the Des Moines facility is adding 25,000 square feet to its existing 116,000 square feet, and the Iowa City facility is adding 12,000 square feet for an operational size of 90,000 square feet.

"With a total Iowa facility expansion of 51,000 square feet in new available warehouse space," states John McDaniel, plant operations manager in Omaha, "we at Millard Warehouse are excited about the future in the state of Iowa."

COLE SEWELL

expands Clear Lake operations

Cole Sewell has recently announced another expansion of the company's Clear Lake facilities. According to Jim Morrison, company vice president, the addition of two more lines of manufacturing should be installed and operating later this summer.

"This move represents a major decision by our company to transfer all manufacturing out of St. Paul, Minnesota," stated Plant Manager Ivan Reimers.

The addition, which will be housed in an existing 14,000-square-foot building leased by Cole Sewell, will bring the number of different products manufactured in Clear Lake to four. These include storm doors, patio storm doors, and now storm windows and laundry vent systems.

Hotsy
CLEANING SYSTEMS

relocates to Estherville

The Hotsy Corporation/Chemical Division, the manufacturers of cleaning detergents for pressure washers, will soon be moving into a new 22,500-square-foot facility in Estherville. When the facility is completed in September, the company plans to add three or four new employees.

WENCO/IOWA

breaks ground for new plant addition

Jeld-Wen, Inc.-Wenco of Iowa Division announced a 24,000-square-foot addition to their Grinnell facility. Wenco/Iowa currently manufactures wood windows and patio doors. The addition will house production and warehouse space for the manufacturing of additional products.

Colwell/General Inc.

opening Spencer facility

Colwell/General Inc., a subsidiary of Colwell Industries of Minneapolis, Minnesota, has purchased the former Van Ladder facility in the Corn Belt Industrial Park in Spencer.

Colwell/General plans to manufacture sampling aids for wall covering, window treatment and social stationery industries in the 37,500-square-foot plant. Colwell plans to start with 25 employees and reach the 200 mark within two years by expanding their product line.

LCE OF IOWA

moves to Ocheyedan

LCE, Ltd. of Worthington, Minnesota, will be relocating to Ocheyedan upon completion of a new 3,000-square-foot building. Approximately 15 employees will be hired during the start up, with a potential for 40 employees within two years.

LCE, Ltd. company officials cited Iowa's favorable business climate, a considerable amount of interest and support by local officials and state officials, and the fact that Iowa recently has taken several positive steps toward further improving the business climate (repeal of the machinery and use tax).

The Fumistat and Gem Pro are the products that will be produced initially in Ocheyedan. The Fumistat detects toxic fumes in the air and the Gem Pro is used to determine the quality of colored gemstones.

Kevin L. Hertz, president of the Ocheyedan Development Corporation, states that this is a perfect example of how development projects can succeed with a team effort. Hertz refers to the fact that Governor Terry Branstad and Iowa Development Commission Director Jack Bailey met with LCE President Dr. Peter Gielisse last fall. A commitment to the project from the Iowa Product Development Corporation, as well as personal contacts from Iowa State Senator Richard Vande Hoef and Iowa State Representative Kenneth DeGroot had a strong influence on the manufacturing company's decision.

In addition, the community was able to secure $150,000 in venture capital. The funds include contributions ranging from $500 to $20,000 and involve a community participation of 50 individuals and businesses.

Simonsen Iron Works, Inc.
MANUFACTURERS OF
HARDWARE AND IMPLEMENT SPECIALTIES

completing plant addition

Simonson Iron Works, Inc. of Sioux Rapids is nearing completion of a 4,500-square-foot addition to their current facilities. A similar addition was completed in 1984.

The addition will house new equipment, including four additional presses, semi-automatic pipe and tubing cut-off equipment, tube bending machinery and a 200-ton capacity punch press.

According to Walter A. Simonsen, president, "Depending on sales, we rather expect to add several more employees. Our sales have been exceptionally good this past year."

MOTOROLA INC.
Communications Sector

announces plans for new building

Motorola, Inc. Communications Sector announced plans to consolidate manufacturing and warehouse operations at one site in Mount Pleasant. Construction of a 55,000-square-foot addition is underway. The Mount Pleasant operation is an integral part of the Motorola FM two-way mobile radio business.

According to Keven McHugh, plant manager, "The new addition and the renovation of our existing building will enable us to operate more efficiently while continuing our commitment to the highest levels of quality performance in all areas of our business."

Motorola's Mount Pleasant employees have received numerous awards, including the company's highest award for quality, the Chief Executive Office Quality Award. The award is in recognition of five consecutive years of on-time shipments to customers.

Jackson Industries
Division of Daniel Radiator Corporation
A Handy & Harman Company

constructing second Maquoketa plant

Jackson industries, a division of the Daniel Radiator Corp., is planning to build a second plant that will be one-third larger than their present Maquoketa facility and will employ another 100 people.

Jackson, which moved to Maquoketa from Chicago earlier this year, currently has 26 hourly employees and nine office workers, with plans to increase the work force by 20 to a total of 55 by August.

"It's phenomenal how the people here have performed for us," said Ron Bohn, plant manager. "They're setting new production records and the absenteeism is less than one percent."

Bohn said the expansion is due in part to the favorable manufacturing climate in Jackson County and because Jackson recently purchased the Liberty Radiator Company, which has three plants and 11 distribution facilities in California. Some of the Liberty machinery, including stamping machines, will be shipped to Maquoketa to add to their product line. The new plant will make radiator cores and complete radiators.

The current plant is 36,000 square feet. The new plant will contain 48,000 square feet and will be built on the site of the parking lot, with a new parking lot being built behind the plant.

Bohn said the Maquoketa operation will service the entire Midwest market with $14 million in products annually.

DIAMOND SCIENTIFIC

purchased by California high-tech firm

Advanced biotechnology, including genetic engineering approaches, will be applied to the production in Des Moines of a broad line of animal health products following the acquisition of Diamond Laboratories, Inc., a subsidiary of Syntex Agribusiness, Inc., by AGRION Corporation. AGRION is the parent company of Advanced Genetics Research Institute of Oakland, California. Advanced Genetics Research Institute is a privately established scientific corporation founded for research and development in advanced genetics and modern biotechnology.

Advanced Genetics Research Institute utilizes state-of-the-art technology and proprietary expertise to develop animal vaccines that are expected to be safer and more effective than existing products. These vaccines will be produced in Des Moines and added to the existing range of Diamond biological products. Some of the existing product line will be manufactured using new technologies.

Thomas W. Freeze, president of the company's Animal Health Division, will head the day-to-day operation of Diamond Scientific Co. "Diamond is one of the premier facilities in the industry and the beautiful thing is that we will have to make very few changes — it is ideal as it is for our type of products." Freeze added that the great majority of Diamond Laboratories' 137 employees are expected to have continued employment opportunities. The company's business plan calls for employment to double within the next three to five years.

"Our reception in Des Moines and the state of Iowa has been absolutely first-class," commented Freeze. "We have been received with graciousness and helpfulness on every hand — by the Iowa Development Commission, the City of Des Moines, the Greater Des Moines Chamber of Commerce and the Des Moines business community."

At a news conference held in June by Governor Terry Branstad and officials of Diamond Scientific Co., Governor Branstad stated, "We're very pleased to welcome a high-tech California industry into the state. We think biotechnology has a great future in the heartland of America. This will help put Iowa on the cutting edge of the rapidly developing biotechnology industry."

J. J. Meany Casket Company

builds facility in Traer

The J. J. Meany Casket Company is currently constructing a 56' x 186' building on two acres of land purchased north of Traer. The firm, which currently employs 18 people full time, will expand its business and hopes to employ 30 people by the end of 1985.

The new Traer facility will house only the manufacturing operations, with the administrative offices located in Washburn. Manufacturing of the totally hand-made caskets will include work in metal, copper and bronze, as well as cloth work for the interiors.

WINEGARD SATELLITE SYSTEMS

plans plant expansion

Winegard Company of Burlington, manufacturer of TV satellite systems, has begun a 29,000-square-foot addition to their manufacturing plant.

According to Eugene H. Dobroski, vice president of manufacturing, "The building will be used to assemble six-, eight- and 10-foot satellite receiving dishes using equipment designed and built by the Winegard Company."

There are a number of jobs now being done in leased facilities, some of them by Winegard employees and some under contract. Dobroski said the addition will allow consolidation of several operations now being performed by outside vendors.

LENNOX

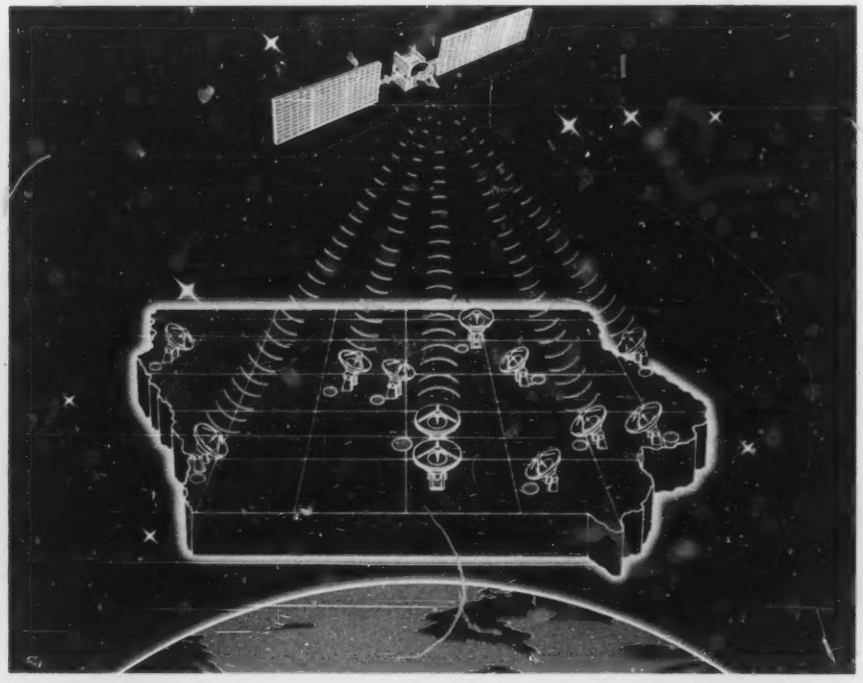
AIR CONDITIONING • HEATING

expands Marshalltown factory

Lennox Industries, Inc. factory in Marshalltown has begun producing air conditioning units under a new manufacturing concept recently adopted by the company. This production line is part of a $5 million capital investment program planned for the Marshalltown factory during 1985 and 1986. Lennox officials state that these production changes will result in all Marshalltown employees on layoff being called back to their jobs with the potential for additional employment at the plant.

The new manufacturing plan calls for air conditioners, as well as residential furnaces, to be built in Marshalltown. Previously, Marshalltown produced only residential furnaces. By producing both products in the same facility, the company expects to meet customer product demands more efficiently while providing increased job security for Lennox employees.

The Iowa Teleport — Uplinking Iowa to America and the World



Governor Terry Branstad recently announced an agreement between Iowa State University (ISU) and Heritage Communications, Inc. of Des Moines to operate companion uplinks to transmit video and data signals.

Governor Branstad lauded the agreement as an important step in increasing cooperation between higher education and private enterprise to enhance economic development in the state. He deemed it, "a partnership that will benefit business, agriculture and education."

ISU is constructing Iowa's first permanent video satellite earth station near the Communication Building on ISU's campus. Heritage will construct another earth station at its facility north of Des Moines. The Heritage uplink will operate on a different frequency and will provide data uplinking services.

The two uplinks will make it possible for Iowa businesses and other institutions to transmit and receive voice, data and video signals to and from points around Iowa, the nation and much of the world.

The uplink sites, which can be connected via microwave signals or a fiberoptic link already installed between Ames and Des Moines, will officially be known as the Iowa State University/Heritage Communications Iowa Teleport and marketed as the Iowa Teleport.

Heritage President James Hoak noted that the sophisticated satellite-based service will help existing industry through more efficient and productive communications. And, Hoak said, the capabilities of the Iowa Teleport will be an attraction to new industry and job creation.

W. Robert Parks, president of ISU, indicated that the University's video uplink will be an integral part of ISU's new telecommunications system, scheduled to be in operation late this year. He noted that the up-link represents the latest in a series of steps by which the University has applied the latest technology to its "outreach" mission.

ISU and Heritage officials explained that the cooperative arrangement was agreed upon in lieu of duplicating uplinking facilities. The agreement provides that Heritage will direct video uplinking business to WOI-TV and that WOI-TV will direct data uplinking business to Heritage. It will be in effect for two years, at which time its continuation will be discussed.

Top priority for the use of ISU's $520,000 uplink will go to the University's education and extension programs, according to Dave Lendt, director of Information for ISU. He noted, however, that commercial business will be necessary to help defray the cost of the facility and that the agreement with Heritage will assist in marketing ISU's services.

David Oman, vice president of Heritage Telecommunications Group, said that while Des Moines is among the smallest cities granted membership in the newly organized American Teleport Association, "The concentration of information-oriented businesses in Central Iowa, including insurance firms and banks among others, convinces us that a need exists for this full array of satellite service." He added that the Iowa Teleport will be especially valuable to the Des Moines-Ames "Golden Circle" area, but that businesses and other educational institutions from around Iowa could easily be connected to the companion satellite uplinks. Oman also noted that the high-powered earth stations could beam information on Iowa products to overseas markets.

Rockwell International

Coralville site for new plant

Groundbreaking ceremonies for the new Rockwell International plant were held August 21, 1985. Participating in the ceremonies were (left to right): Ray Muston, president of First Capitol Development Inc. of Iowa City; Cedar Rapids Mayor Donald Canney; Coralville Mayor Michael Kattchee; James Churchill (at the podium), president of Rockwell International Avionics Group; Governor Terry Branstad; and Russell Gerdin, president of Heartland Plaza Development, a subsidiary of Heartland Express Inc, a Coralville trucking firm.

Rockwell international Corporation has selected 16 acres of flatland, owned by Heartland Plaza Development of Coralville, located in a 110-acre subdivision northwest of the Interstate 80-old Highway 218 intersection, as the site for a multimillion-dollar avionics production facility. The high-tech facility, which will manufacture the company's Navstar Global Positioning System (GPS) user equipment, will create 600 additional production jobs over the next three years.

Donald R. Beall, president and chief operating officer of Pittsburgh-based Rockwell, said, "This represents a continuation of Rockwell International's major commitment to Iowa. Rockwell has facilities in Cedar Rapids and six other Iowa cities, with over 8,100 employees."

"This program will mean that Iowa will have one of the most advanced high technology centers of its kind, producing equipment for the global navigation system of the 1990s and beyond," Beall added.

The factory complex will employ the latest manufacturing techniques, with a high degree of automation for production of intricate electronics, making it a showcase in high technology production. It will provide over 75,000 square feet of floor space, with completion scheduled to permit production to begin in the spring of 1987.

Rockwell's Collins Government Avionics Division recently won a $61.6 million U.S. Air Force contract, the first increment of a program with a potential value of $434 million over the next five years. This covers production of a wide range of GPS user equipment to be used by aircraft, ships, ground vehicles and soldiers for navigation by Navstar satellites.

The company added 100 engineering and technical positions after the contract was awarded in March, and this has grown to 200 additional persons.

Engineering offices and laboratories for the program will continue to be in Cedar Rapids in a formerly vacant company building on Collins Road NE.

The GPS contract and other new Collins programs will add more than $20 million to the local payroll this year, according to James L. Churchill, president of Rockwell's Avionics Group.

The Cedar Rapids-Iowa City "corridor" was chosen because of its proximity to the technical and management resources at the Collins complex and because of the efforts of state government, business and labor officials to make the area more attractive to industry, said Churchill.

"The corridor already possesses the infrastructure for high technology industrial development — interstate highway and air transportation, quality workforce, excellent educational institutions, progressive cities and good utilities," Churchill pointed out.

"The success in keeping the work in this area is due to the changing positive business climate in the state, begun by Governor Terry Branstad, and a number of favorable developments initiated by forward-thinking legislators, local government and business leaders and labor union officials."

Among other developments cited by Churchill were:

- Elimination of machinery and equipment tax.
- Jobs training programs.
- Willingness of developers to commit capital.

Churchill commended the International Brotherhood of Electrical Workers (IBEW) for working out a progressive approach with the company that enabled the division to stay cost competitive in the manufacture of new products in a modern, highly automated factory.

"The development program is progressing well and on schedule," Richard E. Derr, vice president and

general manager of the Collins Government Avionics Division, reports.

"To win the next increments in the GPS program and to branch out in the expanding commercial GPS market, we will have to stay competitive," Churchill said. "A greater business base is required in the region, and there is still meaningful work to be done in the area of taxes, insurance regulations, unemployment insurance and workmen's compensation. Industrial growth in the state will be dependent on the success of these efforts.

"As these things happen," he continued, "we can also see the development of technology and research parks in conjunction with our excellent institutions of higher learning. This arrangement is working elsewhere in the nation, and it could be of great benefit to all Iowans."

Rockwell International is a multi-industry company applying advanced technology to a wide range of products in its aerospace, electronics, automotive, general industries and A-B industrial automation businesses.

Architects rendering of the new Rockwell International plant to be built in northwest Coralville. Site developer Russell Gerdin plans to have the $3 million plant completed by July 1, 1986 so that it can be opened in early 1987.

Driveline Division expanding

The Driveline Division plant of Rockwell International's Automotive Operations in Fairfield has been expanding its manufacturing operation over the past year and one-half, adding over 100 employees and bringing total employment to 230 persons.

In a letter addressed to Governor Branstad, Plant Manager C. Roger Davisson stated, "This legislation, removing the sales and use tax on individual machinery and equipment, as well as the removal of personal property tax, eliminates two of the major impediments for Iowa business growth. . . This legislation will reinforce our Fairfield plant's expansion efforts. . ."

Rockwell boosts corridor concept for economic development

For at least a decade, there has been an effort on the part of planners to develop "corridors" in Iowa for economic expansion.

The three most prominently mentioned corridors have been Ames-Des Moines, Cedar Rapids-Iowa City and Burlington-Keokuk.

A real breakthrough in this concept occurred when Rockwell International announced it had selected the Cedar Rapids-Iowa City corridor as the site for the company's new facility.

With the announcement of the Coralville site, it is envisioned that the new plant will serve as the anchor for the Cedar Rapids-Iowa City corridor. Those promoting industrial development in the corridor hope it's just the beginning.

Far East Trade Mission pays off for Iowa company

The executive officers of the Yangming Marine Transport Corporation — (left to right) Alec Y. Lee, assistant to the president; James Y. Liu, president; and M.B. Chih, chairman of the board — presented Governor Terry Branstad with a gift during their visit to Iowa to finalize negotiations on their multi-million dollar contract to purchase trailers from Jerry Woodke (right, sitting), president of Hawkeye Eagle Transportation Equipment Company of Schaller.

Hawkeye Eagle Transportation Equipment Company of Schaller has announced a multi-million dollar contract to sell trailers to Yangming Marine Transport Corporation of Taipei, Republic of China (Taiwan).

Governor Terry Branstad stated that the contract is probably the largest single purchase made as a result of a state of Iowa trade mission.

Contacts between the two firms were initiated last May during the trade mission to the Republic of China, South Korea, the Philippines and Singapore. Jerry Woodke, president of Hawkeye Eagle, was asked to submit a bid on approximately 1,000 trailers of 20- and 40-foot lengths to be used to transport containers for overseas shipments.

According to Max Olson, a marketing manager in the International Division of the IDC's Marketing Group, "Woodke has had sales in Saudi Arabia and other countries resulting from our trade missions. However, none of these sales have been as large as this."

Upon returning to Iowa, Hawkeye Eagle Transportation Equipment Company began many months of negotiating with the Taiwan-based firm. Woodke emphasizes that this scale "would never have been possible without our company's participation in the IDC's trade mission and their assistance during the negotiations that followed."

Mr. M.B. Chih, Yangming's chairman of the board, visited Governor Branstad to express his appreciation for the state's role in such transactions. Mr. Chih said the state of Iowa is more aggressive in working with the private sector than many other states seeking world trade.

Yangming Marine Transport Corporation is the largest shipping company in the Republic of China and one of the largest in the world. Hawkeye Eagle Transportation Equipment Company, founded in 1966, manufactures heavy duty trailers at plants in Iowa, South Dakota and Texas. The company has worldwide distribution.

For information concerning trade missions, contact Max Olson at 515/281-3138.

THE INTERNATIONAL AGRIBUSINESS EXHIBITION AND CONFERENCE

AGCHINA85

November 4 - 10, 1985
Beijing, China

The state of Iowa has reserved one booth, 12 square meters, to exhibit Iowa products at AG CHINA 85. The cost of the booth is $5,000. If five Iowa companies would like to share the cost of the booth at $1,000 each, it would provide those companies a unique opportunity to market their products in the People's Republic of China.

Jimmy Chu, director of Iowa's Hong Kong office, will provide assistance and serve as an interpreter when necessary.

For more information about AG CHINA 85, contact Max Olson of the IDC's International Section at 515/281-3138.

Joint venture announced during June trade mission

Welko Industriale of Milan, Italy, and Midland Brick Company of West Des Moines have agreed to proceed in a joint venture to produce ceramic tile at a Midland-owned plant in Redfield.

Announced by Governor Terry Branstad during his overseas trade mission last June, this is the first joint venture of its type in the United States. Welko manufactures equipment used in the production of "fast fire" ceramic tile and is one of the world's foremost suppliers of this equipment. Midland manufactures brick, ceramic abrasives, block and other concrete products and imports and distributes ceramic tile from Europe, South American, the Orient and the United States.

The Midland plants are located in Ottumwa and Redfield, as well as Chillicothe and Kansas City, Missouri, with distribution centers in West Des Moines, Kansas City and St. Joseph, Missouri.

The two companies were brought together in 1984 following a lead from the Iowa Development Commission's European office. Paul Wagner, director of the IDC's Frankfurt office, worked with the IDC in Des Moines on details of the joint venture. Financing of the venture is being arranged by Bankers Trust of Des Moines, and the Redfield plant will be expanded to employ 71 more people.

William C. Forsythe, president of Midland, said, "We're excited about the future of ceramic tile in the United States and the technology the Italian group brings to this venture. In regard to the technology, I believe the Italians are to ceramics what our country is to space exploration and computers. For example, it takes us approximately three days to fire a brick. With the current state-of-the-art Italian ceramic tile technology, our Iowa clay was fired in 45 minutes."

"It's amazing that Iowa has so many international resources," Forsythe said. "It was refreshing to find out that the state of Iowa has a European office and someone locally that speaks fluent Italian and that I was able to find a senior bank officer in Des Moines who had lived in Europe and knew officers of the major Italian banks on a first-name basis."

Forsythe added, "The Italian group was taken by surprise when Iowa was the only state to respond to them in Italian."

Corrado Cicorella, managing director of Welko Industriale, said, "We are extremely pleased to announce this joint venture in the United States. The United States is a large and important market for us, and we feel this is a strategic move for our company."

Welko currently has joint ventures in Taiwan, the Philippines, Italy, Spain and Brazil.

Groschopp & Company plans expansion of Sioux Center plant

Governor Terry Branstad met with the directors of Groschopp & Company at the firm's headquarters in Viersen, West Germany, during his overseas trade mission last June to discuss Groschopp's announced plans to expand its Sioux Center facility.

Groschopp recently announced a $1.8 million expansion, adding 34 employees and 23,000 square feet to their Sioux Center facility. Currently, the 35,000-square-foot plant employs 95 persons manufacturing precision electric motors for industrial uses. Groschopp started its operations in Sioux Center in 1980, investing nearly $3 million and buying an existing building.

Hans Kellers (far right), managing director of Groschopp & Company, explains their manufacturing process to Governor Branstad and other members of the June trade mission. Pictured are (left to right): Paul Wagner, director of the IDC's European Office; Governor Branstad; Jack Bailey, director of the IDC; James O. Freedman, president of the University of Iowa; and Gerald L. Weiner, IDC Commissioner and vice president of Pennsylvania Life Insurance Company of Sioux City.

Tourism is a strategy for economic development

* ***Approximately $1.6 billion added to the Iowa economy***
* ***Nearly 45,000 Iowa employees***

These figures reflect the impact that the tourism industry has upon the Iowa economy, making it the third largest industry in the state. Although some still view tourism as a sideline industry, many Iowa communities are addressing it as serious business. While some communities are just developing their tourism potential, others are looking for ways to enhance their profitability in this very lucrative market. In both cases, tourism is becoming an integral part of an overall economic development marketing plan.

Prime examples of this spectrum are Dubuque (pop. 62,321) and Boone (pop. 12,602). Where Dubuque has always attracted the tourist dollar, Boone is a relative newcomer on the block.

Dubuque — A traditional tourist spot

As Iowa's oldest city, Dubuque's "Riverboat Victorian" architecture; proximity to the Mississippi River; and colorful history have made it a "natural" for tourism.

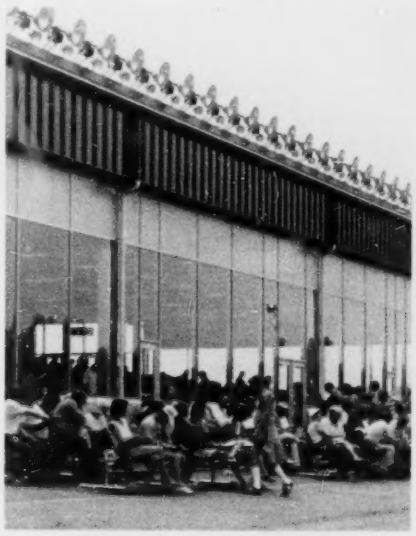
For years visitors to the area have enjoyed the scenic railway ride of the Fenelon Place Elevator, formerly known as the Fourth Street Elevator, which elevates passengers 189 feet from Fourth Street to Fenelon Place and provides them with a magnificent view of three states; or the Julien Dubuque Monument, honoring the founder of the city; or the Town Clock, which was relocated in Town Clock Plaza in 1971.

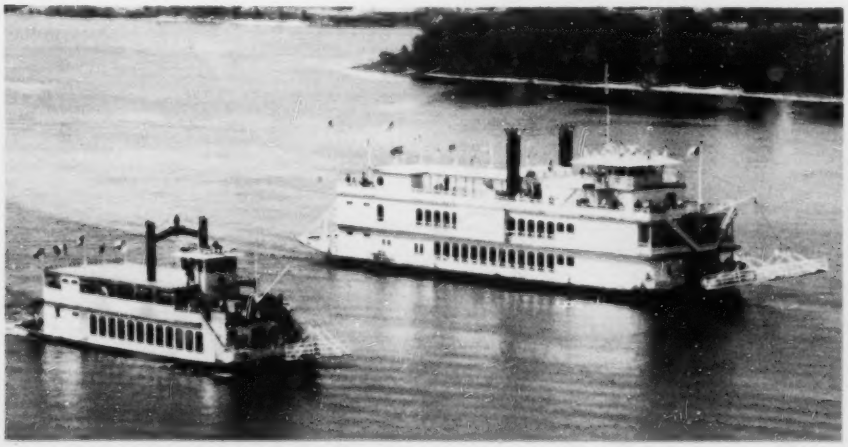
In order to enhance the city's image, as well as to attract more visitors, two of the state's newest and most popular attractions are now operating in Dubuque — Riverboat Excursions operated by Roberts River Rides and Dubuque Greyhound Park.

Visitors can now take leisurely cruises on the Mighty Mississippi by hopping aboard either the paddlewheeler, Spirit of Dubuque or the triple-deck Mississippi Belle. Operated from May through October, these riverboats are an entertaining and relaxing way to experience the halcyon days of the great riverboats.

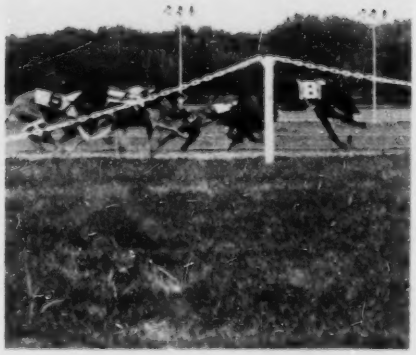
The action and excitement of greyhound racing is experienced nightly at the new Dubuque Greyhound Park. Visitors are able to feel the thrill and anticipation as some of the fastest animals alive streak toward the finish line. Since opening its doors June 1, over 450,000 have spent a matinee or an evening at the races.

To help the city capitalize upon, and cope with, the resulting influx of visitors, the Dubuque Convention





The Spirit of Dubuque, in the forefront, and the Mississippi Belle, both operated by Roberts River Rides, offer visitors to Dubuque (or the Quad Cities) a relaxing and enjoyable time to view the sights along the Mighty Mississippi River.



"They're off!" — and running through November at the Dubuque Greyhound Park.

and Visitors Bureau instigated a three-phase tourism promotion called "Discover Dubuque."

According to Teri Reese, manager of the Bureau, phase one prepared the townspeople for the estimated 750,000 new tourists. Titled "Company's Coming," the program acquainted residents with the Bureau's expectations and plans for the influx.

In the second phase, the whole town was called to action to "Beautify Dubuque." The chamber asked businesses, homeowners and civic and youth organizations to join in an effort to clean up both private and public areas of the city.

Next, a version of "The Man on the Street" was staged, asking visitors what brought them to Dubuque. The results of "What Are They Saying About Dubuque?" were used for both cable television and direct mail pieces that encouraged tourism and civic pride.

In addition, the chamber and the Dislocated Workers Center co-sponsored a training program for residents interested in learning about tourism-related jobs. Professionals in the hotel, retail and restaurant fields conducted training sessions.

"Tourism is an industry that means jobs for Iowans," states Reese. "People need to begin taking that seriously."

In addition to training, the bureau is encouraging a spirit of cooperation among the various tourist attractions within the city. "We've been asking people to form a network to promote each other's attractions," Reese explained. "We're learning how to work together so that everyone can share in the rewards."

The bureau has supported this effort by increasing their involvement in travel and trade shows held throughout the state, as well as those held in many midwestern cities. And, although Dubuque does a healthy tour bus business already, they have strived to retain and obtain a larger portion of this market.

The results of this cooperative effort by both the private and public sectors have paid off in higher tourism percentages. This year, most motels are up 15 percent, and Roberts River Rides has increased the passenger bookings by 100 percent. Reese attributes most of these increases to the additional dollars spent on advertising and promotion. In addition, the city has tied into the state's *"Come Explore the Heartland"* theme and is a part of a tri-state group that promotes the Dubuque-Wisconsin-Illinois area.

Boone — Central Iowa's "boom town"

In a matter of only a few years, the Boone Convention and Visitors Bureau, formed in 1979, has developed a package of attractions

Visitors to Boone can experience the 1900s when they visit the Mamie Doud Eisenhower Birthplace and The Livery.

The Boone & Scenic Valley Railroad, the nation's newest shortline railroad, travels through the scenic Des Moines River Valley and across the Kate Shelley Bridge, the world's highest and longest double track bridge.

that has made Boone a tourism "hot spot."

Today, tourists can be transported back to the "Age of the Railroad" as they board the Boone & Scenic Valley Railroad, the nation's newest shortline railroad. During the 10½-mile ride in vintage railroad cars, passengers get to cross the Kate Shelley Bridge. Built more than 80 years ago, this is the longest and highest double track bridge in the world.

After the breathtaking ride through the scenic Des Moines River Valley, visitors can get a taste of nostalgia by visiting The Livery, a three-story complex of stores located in a converted 1900 livery stable; or sample the fine, award-winning wines made at the Private Stock Winery.

History buffs will enjoy visiting the Mamie Doud Eisenhower Birthplace, filled with memorabilia of the "Eisenhower years"; or stop at the Kate Shelley Park and Railroad Museum located in the nearby Village of Moingona.

According to Toche Terrones, executive vice president of the Boone Chamber of Commerce and president of the Iowa Travel Council, the first step in the development of this package was what he called a "resource inventory" — listing those things such as current tourist attractions, historic spots, campgrounds and other recreation areas.

"Small communities, such as ours, need to look around at what they have," states Terrones. "Look for those things which make Iowa different; which make Iowa's people unique. Also, they need to network with one another — and with other people around the state. Most communities don't lack leadership, they just lack direction."

Although the advent of tourism in Boone didn't happen overnight, it has been a concerted effort in a relatively short period of time. "In Boone," states Terrones, "the people have a true community spirit, working together to help our town develop this economic resource."

The community spirit is exemplified by the volunteers of the Boone Railroad Historical Society. Formed in 1982, the Society purchased the track between Boone and the nearby YMCA summer camp for a passenger line. The following year, visitors were treated to the sounds of "All aboard!" as the Boone & Scenic Valley Railroad began operating.

Since then, the railroad has expanded its facilities to include a new depot, housing a snack bar, museum and gift shop. Currently, a diesel engine pulls the assorted vintage cars and caboose, but the Historial Society is shopping for a steam engine.

"Last year, 47,361 people rode our railroad," states Terrones. "I feel very optimistic that ridership will be a lot larger after the 1985 season."

The "Age of the Railroad" has always been a central theme in Boone's tourism efforts. One of Central Iowa's most popular festivals — Pufferbilly Days — is now in its ninth year, and its estimated annual economic impact is approximately $1.2 million.

"We took something that we knew already worked for us," states Terrones, "and with the help of some 500 volunteers, we've been able to develop a tourism package that is attractive to the pass-through traveler, as well as the tour bus industry. And, our retail businesses have reaped the benefits — increasing their business by about $10 million in the last two fiscal years."

In addition, the Boone Convention & Visitors Bureau is working with other groups in the area and around the state. For example, Boone's theme is "Discover the Bounties of Boone and Boone County." This gives them a broader tourism base.

During 1986, the community is already gearing up to expand their tourism efforts to include Iowa Homecoming '86. "There are many ways for a community to plug into Homecoming," states Terrones. "It's an opportunity for all Iowans to join together to show visitors just what Iowa is all about!"

Tourism in Iowa is a viable economic development tool that can attract and enhance other economic development within an area. Along with the Visitors and Tourism Division of the IDC's Marketing Group, Iowa has two other organizations involved in the tourism industry — The Iowa Travel Council and Festivals of Iowa. Each of these associations can provide your community with guidance and assistance in developing your community's tourism potential.

IOWA
HOMECOMING
86

State Conference on Tourism

Hotel Fort Des Moines
Des Moines
Tuesday and Wednesday
October 22 and 23, 1985

For more information, contact Judy Gilbert, manager of the IDC's Visitors and Tourism Section, at 515/281-3100.

Sing the praises of Iowa

Iowans rediscovering Iowa — that's what Homecoming '86 is all about. It's communities joining together in a year-long celebration of Iowa's people and the values we share.

Homecoming '86 means towns, counties, schools, institutions and organizations are sprucing themselves up, planning activities ranging from family reunions to full-blown festivals and then inviting their far-flung alumni to come home for visits.

Bill Riley, chairman of the Homecoming '86 committee, describes Homecoming as "a year of pride, a year of tourism promotion in the whole state. It's a campaign that eventually will touch every Iowan."

1986 will be a year of celebrations, gala events and festivities — all highlighting those things that make Iowa the special place that it is. Iowans working with fellow Iowans — whether it's within their communities or across the state — showing America that Iowa is **A Place to Grow.**

Homecoming '86 is designed to have a dramatic impact on tourism and economic development. The national exposure alone generated by this celebration will attract additional visitors and businesses to our state.

If we make Homecoming '86 all that it can be, it will go far beyond a single year or an individual event. It will become a tradition ... a preservation of Iowa spirit and American values for generations to come.

Join the celebration!

Iowa Homecoming '86 can be the greatest, most exciting statewide shindig to happen during this past decade. But, we need you to make it truly successful. Every county, city and metropolitan area must get involved.

How? It's simple. Just call Barb Filer, Homecoming coordinator or Sue Schroeder, assistant coordinator for Homecoming, at the IDC (515/281-7969). They will help you get started.

In addition, they will put you in touch with your county coordinator. Coordinators have been assigned in each Iowa county to provide guidance and assistance from beginning to end. That way, planning and implementing your Homecoming '86 event becomes a "team" effort.

There are many resources available to help you plan your community's Homecoming. Here are just some of the items you may be interested in using:

- Brochures, logos and bumper stickers
- Homecoming '86 posters
- Statewide newsletter
- Press kit
- Road signs for official Homecoming '86 communities
- A 10-minute promotional video tape or slide show
- Cassette tapes of the Homecoming '86 song — "IOWA" by Meredith Willson

Dubuque selected to participate in Urban Demonstration Program (UDP)

Eight cities have been selected by the National Trust for Historic Preservation as participants in a three-year demonstration program on commercial area revitalization. The program, to be called the Urban Demonstration Program, will be conducted in the central business districts of Dubuque, Iowa; Knoxville, Tennessee, Cheyenne, Wyoming; Joliet, Illinois; and in the neighborhood business districts of Roslindale Square in Boston, Massachusetts; South Side in Pittsburgh, Pennsylvania; Nob Hill in Albuquerque, New Mexico; and Greater Milwaukee Avenue in Chicago, Illinois.

The National Trust's National Main Street Center (NMSC) will conduct the program. The Urban Demonstration Program will apply the Main Street approach to downtowns and neighborhood business districts in cities with populations greater than 50,000.

"The Main Street approach works to stimulate a business district's economy and the image it projects to investors, shoppers and residents," said J. Jackson Walter, president of the National Trust. "We believe the success we have had in smaller communities will be duplicated when we apply the same principles to larger cities."

The UDP is an effort to identify the needs present in urban area commercial revitalization and to develop practical approaches to meet those needs. In addition to having an immediate impact on each of the eight pilot cities, the program will lay the groundwork for business district improvements by instilling community pride and developing the local capacity to bring about long-term economic stability. The eight business districts, working with the NMSC's staff, will form the laboratories for developing successful urban commercial revitalization strategies that can be replicated throughout the nation.

The National Trust for Historic Preservation is the only national, nonprofit membership organization chartered by Congress and dedicated to the protection and continued use of America's architectural, cultural and maritime heritage.

Foreign offices 'on the move'

In order to facilitate the ongoing functions of Iowa's overseas offices, both the European and Asian office have recently moved into new quarters. Correspondence directed to these offices should be addressed as follows:

Iowa Development Commission
An der Hauptwache 2
6000 Frankfurt/Main 1
West Germany
Tele: 69/28 38 58
Telex: 414623 iowa d

Iowa Development Commission
1103 Admiralty Centre,
Tower II, 18 Harcourt Road
Hong Kong
Tele: 5-8611777
Telex: 76914 IDCHK HX

Paul Wagner, director of the European office, and Jimmy Chu, director of the Asian Office, can provide valuable assistance to Iowa companies interested in arrangements for export/import markets, joint ventures, reverse investment and licensing agreements.

State Highway Patrol aids tourism efforts

As of the first of July, Iowa State Highway Patrol troopers became new sources of Iowa tourism information, distributing free maps and brochures to people who ask them for assistance and directions.

Decals stating that tourist information is available from troopers are affixed to 400 patrol vehicles around the state. The troopers now carry road maps, the Iowa Development Commission's Campground Guide and Calendar of Events and the Mini-Vacation Guide of Iowa, all of which are available for the asking by the general public and visitors to the state.

Iowa Partnership for Economic Progress established

Governor Terry Branstad issued an executive order in May establishing an Iowa Partnership for Economic Progress "to develop a consensus on key policy issues and lay out a strategy for Iowa's economic future."

The 13-member Partnership is patterned after a major recommendation of the Committee on Iowa's Future Growth, which made its report to the Governor last December, and the partnership suggested by the General Assembly. The Partnership is composed of representatives from state and local government, business, labor and education and will be chaired by Jack Evans of Cedar Rapids.

In the Executive Order, Governor Branstad directs the Partnership to:

- Review previous studies of Iowa's economy, like the one from the Future Growth Committee, and develop strategies for development policy;
- Develop consensus on important economic development issues;
- Target areas where partnership efforts among state and local government, education, labor and business can assist in the state's job creation efforts;
- Identify organization and research needs for economic development efforts; and
- Report to the Governor and the General Assembly, as appropriate.

The Partnership will utilize staff at the Iowa Development Commission, as well as seeking support from the private and educational sectors.

The members of the Iowa Partnership for Economic Progress include: Jack Evans, president of Securities Corporation of Iowa in Cedar Rapids; Tom Dorr, Pine Grove Farm in Marcus; Lisle Cook, farmer in Hubbard; Eleanor Birch, associate dean and director of the MBA Program for the College of Business Administration at The University of Iowa in Iowa City; Michael E. Crawford, chancellor of Eastern Iowa Community College in Davenport; Terri Lea Schroeder, city manager in Iowa Falls; John Kaplan, president and chief executive officer of Blue Star Foods in Council Bluffs; Al Maser, president of First National Bank in Le Mars,; Perry Chapin, president of South Central Iowa Federation of Labor, AFL-CIO, in Des Moines; Richard W. Gilbert, vice president and acting chief operating officer of the Des Moines Register and Tribune in Des Moines; Robert G. Wright, Iowa State Building and Construction Trades Council in Des Moines; Tom Jolas, president of the Mason City Development Association in Mason City; and Judy McCoy, McCoy Goldsmiths & Jewelers in Dubuque.

Task force appointed to review Iowa's Unemployment Insurance and Worker's Compensation System

Governor Terry Branstad appointed a 12-member bipartisan task force last May to develop recommendations to make Iowa's Unemployment Insurance and Workers' Compensation System more competitive.

"The legislature adopted most of my program to improve Iowa's business climate, and I want to build on the foundation that we have laid by promoting our assets and eliminating any unfair impediments to creating jobs that remain.

"We are one of only a few states in our region to have an unemployment fund that is in the black. Now is our chance to make our system more competitive," the Governor said.

Branstad noted that the task force is composed of experts in unemployment insurance and workers' compensation who are prominent Republicans and Democrats from labor, business, insurance and the legal profession. The task force will report to the Governor by November, 1985.

Members of the Governor's Task Force on Unemployment Insurance and Workers' Compensation include:

Unemployment Insurance Subcommittee: Willard (Bill) Hansen, chairman of the Subcommittee and director of Public Affairs for Iowa Construction Services in Des Moines; William P. Jaycox, vice president of Personnel for Harkers, Inc. in LeMars; Jim Collison, president of Iowa Small Business Employers, Inc. of Mason City; Max Spain, president of Communications Workers of America, Local 7103, in Sioux City; Pat Marshall, president of Local 1362 of the International Brotherhood of Electrical Workers in Cedar Rapids; and Sharon Ward, director of Human Services for Younkers in Des Moines.

Workers' Compensation Subcommittee: The Honorable Robert D. Fulton, chairman of Subcommittee and claimant counsel for Fulton, Frerichs, Nutting & Kennedy in Waterloo; Thomas (Tom) Conry, vice president of The ERTL Company in Dyersville; Merle Barnes, safety and training manager for HON Industries in Muscatine; John W. Barry, retired claims officer/attorney for Iowa National Insurance in Cedar Rapids; Robert Bianchi, United Rubber Workers of America in Des Moines; and Marilyn Terrell, claims superintendent for AID Insurance Company in Des Moines.

Ex-officio Members: Calvin Hultman, State Senator from Red Oak; Tom Mann, State Senator from Des Moines; Virgil Corey, State Representative from Morning Sun; and Gary Sherzan, State Representative from Des Moines.

Legislative Update

Even though Governor Terry Branstad recommended many economic development issues last session and the Legislature adopted several of these, plus some of their own, we still have many more economic development issues that need consideration in order to continue to improve the Iowa economy.

Two subjects that need to be addressed by the General Assembly in January are Worker's Compensation and Unemployment Compensation. There are two Governor's Task Force Committees working on these subjects. I am confident that they will develop some sound recommendations.

A legislative economic development committee has been meeting since the end of the legislative session. It would be my hope that this committee will make recommendations that give us the tools to further spur economic development.

The legislative interim committees have been meeting regularly. I have been tracking all meetings dealing with business and industry.

As the lottery and other economic development legislation is implemented, we are tracking these programs very carefully to see if they are functioning as they were intended.

I would be interested in receiving any ideas for legislative proposals that could be included in the IDC's legislative program. Please send your suggestions to Norman Rodgers, legislative liaison, at the Iowa Development Commission; or call 515/281-3635.

High Tech Training Programs Available

Economic development efforts in Iowa will be enhanced by the availability of opportunities for individuals to prepare for employment in two high-tech training programs during the 1986 school year.

An electronics diagnostic technician program with an option of robotics/automated systems technician will be offered by the Hawkeye Institute of Technology in Waterloo. A laser/electro-optics program will be offered by Indian Hills Community College in Ottumwa.

These programs are the result of a unique linkage between vocational education and JTPA (Job Training Partnership Act) in partnership with business and industry.

These efforts materialized in response to the need of business and industry for individuals prepared to cope with problems of a high-tech nature. As Marvin De Vries, Society of Manufacturing Engineers stated, "Industry's need for personnel most assuredly includes technicians in the areas of robotics, and automated systems."

In regard to economic development training in Iowa, Marilyn Runnells, JTPA director, Service Delivery Area 15, has said, "The laser/optics class has already been identified by both the Governor's High Tech Task Force and Iowa Development Commission as supporting economic development in Iowa."

In addition, David Swanson, chairperson, Iowa High Technology Council noted: "One of the recommendations of the Iowa High Technology Task Force related directly to the educational issues of acquiring basic knowledge in science, mathematics, and technology. This recommendation also identified the need for retraining of workers to the newer skills."

A necessary and critical ingredient to the total effort has been the participation of advisory committees composed of business and industry representatives in the development of curricula necessary to accomplish the task. These advisory committees will continue to work with the schools in regard to the refinement of curricula; equipment necessary to provide the instruction; the layout of facilities; and the location of qualified instructional staff.

Buyers Guide

Recognizing changes in inventory control and savings associated with in-state transportation, the Iowa Development Commission is encouraging Iowa businesses and industries to purchase more Iowa-made products. A *Buyers Guide of Iowa*, taken from the larger manufacturers directory published by the IDC, has been sent to over 3,600 manufacturers around the state.

According to a survey published by the *Cedar Rapids Gazette*, 34 of Iowa's largest companies bought an average of 80 percent of their supplies and components from sources outside Iowa last year. Those purchases totaled $1.35 billion. The quantity of out-of-state buying has been attributed in part to a lack of knowledge of existing Iowa products.

Farnsley Peters, president of the Iowa Association of Business and Industry, told the *Gazette* that there is a tendency to assume that all manufacturers in the state know each other, but that is not the case.

To create more awareness of the variety of products available in the state, the Development Commission sent out the *Buyers Guide* (a complete listing of products and parts made in Iowa) with a cover memo from Governor Terry E. Branstad stating in part, "This is an opportunity to reduce your inventory costs, improve profitability and assist our economy."

Application aids small businesses

The Small Business division of the Iowa Development Commission is launching a statewide campaign encouraging small business owners to sell their products to the state of Iowa.

To give small businesses and those owned by women and minorities assistance in bidding for state contracts, the Department of Transportation, Board of Regents and Department of General Services have developed a uniform small business vendor application acceptable by their three agencies. By filing an application with the Small Business Division of the IDC, vendors may have their names placed on lists for state agencies to use when soliciting bids. In addition, the names may be used by federal agencies seeking to do business with Iowa companies.

"This uniform application is a good way for small businesses to get their foot in the door of the state bidding process," said Fran Fleck of the Small Business Division. "Many businesses would like to sell to state agencies, but need some help in the initial stages of procurement."

A similar publicity campaign triggered over 400 responses last fall, and Fleck says she hopes this campaign will be equally successful in giving businesses a chance to be on the list for state contracts.

For more information about the uniform vendor application, contact the Small Business Division of the Iowa Development Commission or phone 1-800-532-1216.

Olberg named chairman of the IDC; Rensink appointed as commissioner

F. Forbes Olberg

Governor Terry Branstad has recently appointed F. Forbes Olberg as the new chairman of the Iowa Development Commission. Robert H. Meier, who served as the chairman of the IDC from 1983 until his term expired at the end of last June, will remain as a Commission member. In addition, Governor Branstad has appointed Darrel Rensink as a member of the Commission, replacing E. Thurman Gaskill who retired from the Commission at the end of June.

Olberg, who was appointed to the IDC in 1978, is chairman of the Board of Banks of Iowa, Inc. and president of Greengate Farms, Inc. He is director of the Merchants National Bank in Cedar Rapids and was an original investor and director of Corn Sweeteners. He received his doctor of laws degree from the University of Wisconsin. During World War II, he served in the Marines as a master sergeant.

Olberg is a member of the Linn County and Iowa Bar Association. He is trustee and chairman of the Finance Committee of St. Luke's Methodist Hospital, as well as trustee and treasurer of the Hoover Presidential Library Association, Inc. He is also a member of the Board of Governors of the Iowa College Foundation and a trustee of Cornell College. Olberg is an elder of the First Presbyterian Church and past president of the Cedar Rapids Chamber of Commerce.

Rensink, a former commissioner for the Iowa Department of Transportation, has served as the city manager for the City of Sioux Center since 1973. He has worked exclusively with the City of Sioux Center since 1958, serving as office manager, director of Public Works, director of Community Development and assistant city manager.

In addition, Rensink is president of the Sioux Center Community Hospital and Health Center and a member of the Board of Trustees of Northwestern College at Orange City. He is also a member of the International Institute of Municipal Clerks, Iowa Water Pollution Control Association, Municipal Finance Officers Association and American Public Works Association.

Rensink's past associations and responsibilities include: member of the City Finance Committee, 1980-1984; secretary-treasurer of the Northwest Municipal League, 1973-1982; member of the Board of Directors of the Iowa Health Systems Agency; member of the Board of Directors of Siouxland Medical Education Foundation; member of the Board of Directors of the League of Iowa Municipalities; co-chairman of the Sioux County Republican Central Committee; and member of the state Republican Central Committee-6th District.

Chartier named deputy director

Agri-business executive Don M. Chartier has been named deputy director of the Iowa Development Commission.

Previously, Chartier was president of Farmarco Inc., a $2.2 billion regional grain marketing cooperative with grain terminals in six states and an export facility in Galveston, Texas. Farmarco is a subsidiary of Farmland Industries of Kansas City.

At the IDC, Chartier replaces Keith Heffernan who left the agency to become director of the state's Office for Planning and Programming.

Chartier, a native of Dallas Center, has a bachelor degree in agriculture business from Iowa State University.

Rodgers named legislative liaison

Former chairman of the Iowa Senate Finance Committee, Norman Rodgers, has accepted the position of legislative liaison with the Iowa Development Commission.

Rodgers was a member of the state Legislature for over 15 years, serving as a state representative from 1968 through 1971 and as a senator from 1972 until his appointment with the IDC. Throughout his tenure, he was a member of the Ways and Means Committee, serving as chairman of the Senate Ways and Means Committee from 1975 until 1978.

In addition to his duties as a member of the Legislature, Rodgers has been a small business entrepreneur, having owned and operated supermarkets in both Adel and Urbandale. He is a graduate of the American Institute of Business in Des Moines and served in the U.S. Navy.

Iowa Ag & Business Indicators

Compiled by the Iowa Development Commission

Labor Demand and Supply[1]

May, 1985

Service Areas	Individual Placements	New Applicants & Renewals	Service Areas	Individual Placements	New Applicants & Renewals
Ames	173	720	Iowa City	242	1,500
Atlantic	53	185	Keokuk	83	510
Burlington	162	769	Marshalltown	85	354
Carroll	43	185	Mason City	250	850
Cedar Rapids	333	1,697	Mt. Pleasant	85	479
Centerville	81	641	Muscatine	71	537
Charles City	71	243	Newton	113	360
Clinton	96	820	Oskaloosa	40	327
Council Bluffs	NA	NA	Ottumwa	158	688
Creston	45	262	Sheldon	38	162
Davenport	389	2,118	Shenandoah	40	182
Decorah	19	94	Sioux City	474	1,583
Des Moines	1,138	2,991	Spencer	62	298
Dubuque	232	1,426	Storm Lake	93	316
Fairfield	46	172	Waterloo	182	2,360
Fort Dodge	233	802	Webster City	66	213
Fort Madison	80	493	**Statewide**	**6,907**	**30,098**

[1]All new applicants and job openings listed with Iowa Department of Job Service.

U.S. Consumer Price Index

	May 1985	May 1984
All Urban Consumers (1967 = 100)	321.3	303.5

U.S. Composite Construction Cost Index

	April 1985	April 1984
U.S. Composite Construction Cost Index (1977 = 100)	168.5	163.4

Business Data

	5/85	5/84	5 mos./85	5 mos./84
New Car Registrations	8,611	8,295	37,738	39,046
Iowa Savings & Loan ($000,000)				
Total Loans Closed	70.0	62.3	236.2	253.2
Savings	29.9	2.8	198.0	101.8
Work Force (000)	1,403.2	1,421.3	1,368.5	1,375.4
Unemployment	63.0	65.0	75.8	76.7
Rate (% of work force)	4.5	4.6	5.6	5.6
Employment	1,340.2	1,356.3	1,286.6	1,298.7

Value of New Dwellings[1] ($000)

	6/85	6 mos./85	6/84	6 mos./84
Ames	$ 159.0	$ 2,212.1	$ 433.0	$ 1,005.0
Ankeny	512.8	1,688.2	81.1	1,118.4
Bettendorf	366.1	3,916.2	1,019.9	4,620.3
Boone	0	0	153.0	207.0
Burlington	0	158.8	550.0	876.0
Carroll	88.8	471.1	61.4	403.2
Cedar Falls	0	236.8	534.1	1,208.1
Cedar Rapids	425.2	2,506.0	428.4	2,108.2
Clinton	95.0	358.0	40.0	280.0
Council Bluffs	641.9	2,378.2	1,450.1	3,838.5
Davenport	377.1	4,076.3	710.7	4,446.2
Decorah	77.0	712.0	0	772.0
Des Moines	1,197.6	5,768.9	16,674.8	20,444.9
Dubuque	201.4	607.8	124.3	880.5
Fairfield	602.0	1,504.0	151.0	4,959.8
Fort Dodge	209.0	674.0	115.0	857.7
Fort Madison	193.6	390.5	0	1,478.0
Indianola	127.6	621.2	74.8	417.3
Iowa City	790.0	4,260.6	2,060.2	12,899.3
Keokuk	32.0	187.0	155.0	371.0
Marion	196.2	926.2	186.6	844.6
Marshalltown	0	176.5	98.0	372.0
Mason City	723.4	1,911.3	308.3	1,798.8
Mount Pleasant	0	313.0	195.6	435.1
Muscatine	30.0	267.5	232.0	910.0
Newton	120.0	336.6	74.0	165.3
Oskaloosa	53.0	239.0	732.0	1,227.5
Ottumwa	100.6	337.6	57.0	189.0
Sioux City	134.6	730.2	248.6	1,221.9
Spencer	0	82.0	0	130.0
Urbandale	1,261.7	9,653.9	1,080.7	9,555.4
Waterloo	36.4	70.4	209.0	781.5
W. Des Moines	2,308.0	18,652.2	1,247.5	7,123.7
Total	**$ 11,060.0**	**$ 68,424.1**	**$ 29,486.1**	**$ 87,946.2**

[1]Single, two-family and multiple residential dwellings based on housing permits issued.

Farm Retail Price Spreads

	Feb. 1985	Feb. 1984
Beef, Choice:		
Retail price (cts./lb.)	238.7	243.9
Net carcass value (cts.)	144.3	152.1
Net farm value (cts.)	137.2	144.5
Farm-retail spread (cts.)	101.5	99.4
Pork:		
Retail price (cts./lb.)	165.6	162.9
Wholesale Value (cts.)	106.9	109.2
Net farm value (cts.)	77.5	73.6
Farm-retail spread (cts.)	88.1	89.3
Dairy Products:		
Retail cost (1967 = 100)	259.2	250.9
Farm value (1967 = 100)	261.1	255.2
Farm-retail spread (1967 = 100)	257.5	247.2
Eggs:		
Retail cost (1967 = 100)	169.7	270.3
Farm value (1967 = 100)	159.8	318.2
Farm-retail spread (1967 = 100)	184.0	201.0

Personal Income Quarterly Periods

	1984 II	1984 III	1983 II	1983 III
Personal Income ($000,000)	34,515	35,041	30,470	31,619

Stock Index

	Iowa*	Dow Jones Industrial
April, 1985	209.17	1,258.06
May, 1985	222.91	1,315.41
June, 1985	225.78	1,335.46

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Price Received by Farmers

	6/85	5/85	6/84
Corn, bu.	$ 2.59	$ 2.60	$ 3.25
Soybeans, bu.	5.60	5.61	7.98
Oats, bu.	1.68	1.66	2.04
Hogs, cwt.	43.30	41.30	48.30
Beef cattle, cwt.	55.30	56.10	57.80
Calves	63.50	65.60	59.60
Milk (whls), cwt.	11.60	11.90	12.50
Sheep, cwt.	22.00	21.30	14.00
Lambs, cwt.	67.60	68.60	60.70
Eggs (market), doz.	.42	.32	.44
All hay, ton baled	44.00	46.00	76.00
Turkeys, lb.	.41	.40	.41

Average Price Paid by Farmers

	6/15/85	6/15/84
Beef cattle concentrated, 32-36%	$ 10.20	$ 13.40
Hog feed, 38-42% protein	10.60	14.80
Soybean meal, 44% protein	8.20	12.00
Dairy feed, 16% protein	145.00	193.00
Poultry feed, layer ration	183.00	210.00

Commodity Feed Price Ratios

	6/15/85	6/15/84
Hog — corn[1]	16.7	14.9
Beef cattle — corn[1]	21.4	17.8
Egg — feed[2]	5.0	4.8
Milk — feed[3]	1.60	1.30

[1]Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.
[2]Pounds of laying feed equal in value to 12 eggs.
[3]Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Available Buildings

This is not a complete list of all buildings available in Iowa. For further information, please call 515-281-3251.

Square Footage	Community	Former Use
10,000	Charles City	Spec Building
10,250	Riceville	Commercial
10,880	Manchester	Industrial
12,000	Sioux City	Spec Building
12,500	Cherokee	Spec Building
13,600	Davenport	Warehouse
14,700	DeWitt	Manufacturing
20,000	Clinton	Spec Building
20,000	Maquoketa	Spec Building
21,000	Corning	Spec Building
21,205	Oskaloosa	Spec Building
22,500	Red Oak	Spec Building
23,000	Waverly	Spec Building
27,374	Iowa City	Warehouse
32,580	Sioux City	Light Manufacturing
33,500	Des Moines	Industrial
34,420	Fairfield	Manufacturing
36,000	Marshalltown	Manufacturing
40,000	Creston	Spec Building
42,300	Jefferson	Light Industrial
44,501	Forest City	Industrial
49,474	Albia	Manufacturing
54,080	Oskaloosa	Industrial
59,512	Denison	Manufacturing
60,480	Burlington	Heavy Industrial
65,105	Ottumwa	Industrial
70,000	Hampton	Manufacturing
78,317	Fairfield	Manufacturing
79,400	Adair	Industrial
81,400	Algona	Industrial
88,900	Council Bluffs	Manufacturing
90,000	Fort Dodge	Manufacturing
91,340	Story City	Light Industrial
104,000	Sioux City	Warehouse
124,626	Jefferson	Industrial
159,336	Mason City	Manufacturing
160,270	Albia	Industrial
180,000	Sioux City	Office Plaza
186,567	Sac City	Industrial
273,200	Fort Dodge	Heavy Manufacturing
285,000	Maquoketa	Industrial

Iowa®
DEVELOPMENT COMMISSION

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FOCUS FOR Your FUTURE

WOMEN'S BUSINESS OWNERSHIP MINI-CONFERENCE

A conference designed for women business owners and managers, controllers and key financial personnel of women-owned businesses.

This conference will provide up-to-date and hand-on experience to help you, the woman business owner overcome operating and financial problems. Conference topics include financial management, marketing, growth, budgeting, and personnel. You're welcome to bring your own financial statements to use during this series.

Conference Locations

DES MOINES October 14 and 15
Conference Center
Des Moines Area Community College
Ankeny, IA

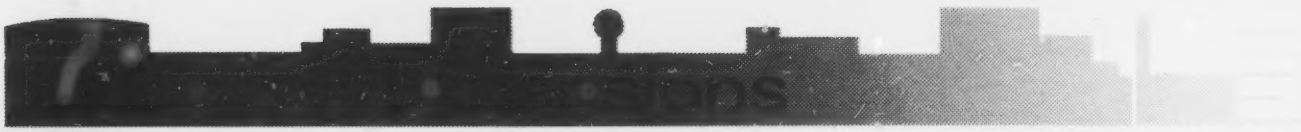
FORT DODGE October 28 and 29
Starlite Village Motel
Junction Hwy 169 & 7
Fort Dodge, IA

MASON CITY October 21 and 22
Sheraton Inn
Hwy 18 West
Mason City, IA

CEDAR RAPIDS November 4 and 5
Sheraton Inn
525 33rd Ave. S.W.
Cedar Rapids, IA

Digest

The Year of the Apple in Winterset



Wilson Foods adds new operation at Cherokee facility

Kenneth J. Griggy, chairman of the board and chief exeuctive officer of Wilson Foods Corporation, announced that the company will add new "Recipe Ready" processing operations to its facility in Cherokee.

"This expansion was the direct result of the financial support provided by the community of Cherokee and the state of Iowa," Griggy said. "Wilson Foods is particularly appreciative of the strong leadership provided by (Cherokee) Mayor James Clabaugh and Cherokee City Administrator Gilbert Bremicker; without their personal commitment, this project, which will add about 65 jobs to the Cherokee plant, would not have been possible. We also want to recognize the excellent cooperation and support received from Governor Terry Branstad and his staff."

Stauffer Seeds selects Iowa City for new national office

Stauffer Seeds Inc., a major producer of seed corn, has established its national headquarters in Iowa City. The move represents a consolidation of existing offices in several states and brings under one roof the company's national sales, production, administration and corn research staffs.

The 9,000-square-foot Iowa City office has started with a core of 15 employees, seven of whom have been transferred from Westport, Connecticut, the headquarters of its parent company, Stauffer Chemical Co. The potential for growth and additional jobs in Iowa City is good, said Stauffer President Tony Laos, adding that the company has seen "tremendous growth" in the past three years. Gross sales last year were in excess of $40 million.

Stauffer was also considering locating in Wisconsin and Illinois at the time of the "Sell Iowa" trip to New York City last June. During the trip, Iowa representatives visited with Stauffer executives to provide assistance and further information about Iowa City and the state. According to Laos, Iowa City was chosen because of "the ability of people here to deal with us more openly." He added that Iowa City is "small enough yet large enough and cited that the good airport facility and the University of Iowa as factors. "We needed a place that offers everything in a city that Iowa City offers," he said.

The company has been in Johnson County since 1972, when it began a hybrid conditioning plant in Lone Tree. Stauffer expanded that facility in 1982.

National Computer Systems plans $3 million expansion

National Computer Systems in Iowa City has announced a $3 million expansion of its computer services facility, creating 150 high-tech jobs in the next two years.

In September, Governor Terry Branstad discussed expansions with NCS officials at the Minneapolis headquarters of Scanning Systems Division during a "Sell Iowa" mission with the Iowa Development Commission. "NCS is an important contributor to the technological growth that is mushrooming around our great universities and its services to educational testing could have no better setting than in a state such as Iowa with its tradition of excellence in education," the Governor said.

The 22,000-square-foot addition will accommodate business growth during the next few years. According to Jay Clark, vice president of NCS, the expansion plan includes development of a computer facility with a sophisticated back-up system. In addition, the new addition will allow NCS to upgrade its computer facility and replace equipment outdated by recent technologies.

NCS "packages technology" for elementary and secondary schools, the federal government, American publishers and the general marketplace.

Camcar Textron constructs new building in Decorah

Camcar-Textron is constructing a new 20,000-square-foot facility in Decorah to add to the company's warehouse and office space. The new distribution center will enhance sales of products from all nine divisions of the Textron corporation. According to Camcar Division Manager Ralph Milligan, products from the two local divisions and seven other Textron divisions will be warehoused in and distributed from the new facility. In Decorah, Camcar-Textron has two divisions — Socket Screw Products and Drilltite Products.

Delivery deadlines are crucial for companies, such as Camcar, that produce and market products for high-tech industries. Facilities in the new Camcar building will provide better sales-distribution service by improving warehousing, data processing and communications.

The new addition will also increase the number of employees at the local Camcar-Textron divisions. The long-range goal is to have approximately 250 employees over a period of three years. Current employment is about 210.

FEATHER LITE TRAILERS OF IOWA INC.

doubles plant size

Feather-Lite Trailers of Iowa is planning a major plant expansion in Cresco to house the production of a new type of trailer.

The 21,000-square-foot addition, which will more than double the size of the original plant, will be used to construct a new trailer developed by Feather-Lite President Roy Culp and called "Touch of Class." Touch of Class is a new concept in the construction of horse and livestock trailers. It utilizes FRP (fiberglass recoated plywood) sheets for side panels with aluminum floor, frame and roof. FRP is the same product used in the construction of new types of semitrailer trucks.

When in full production, Touch of Class is expected to generate 20 to 25 new jobs. Currently, the operation boasts 60 employees on the floor plus several support people.

IOWA AIRWAYS

initiates local air service in Iowa

Iowa Airways, a new airline providing commuter air routes for Iowa communities, was jointly announced on October 1 by Governor Terry Branstad and Stuart Adcock, president of Tennessee Airways.

"Just several weeks ago, officials of Tennessee Airways got in touch with my office asking help in expanding their commuter services to Iowa," said Governor Branstad. "I met with Mr. Adcock and my staff arranged assistance from the Iowa Development Commission, the Iowa Department of Transportation and the Iowa Department of Revenue to enable speedy start-up for this enterprise."

Based in Dubuque and using personnel from its Tennessee operations, Iowa Airways began flights on October 15, with service to Des Moines, Dubuque, Cedar Rapids, Quad Cities, Omaha and Kansas City. Eventually, the Iowa operations are expected to employ 30 to 40 people.

"Readily available transportation is an important resource to our communities and the state in marketing for economic development. This new service by Iowa Airways is an important plus for our marketing efforts," said Governor Branstad.

"I've been excited by the enthusiasm I've seen from people at both the state and community level. They're receptive to what we're trying to do. They're pro-business. We've felt at home right away in Iowa," said Adcock.

Since beginning operations in 1978, Tennessee Airways has built a solid reputation of service, hospitality and reliability.

GACS

opens regional facility in Lamoni

Glass & Aluminum Construction Services (GACS) of Alstead, New Hampshire, has decided to open a regional wood window and wood door remanufacturing facility in Lamoni. Glass & Aluminum Construction Services is a regional remanufacturing firm dealing specifically with historic structures generally throughout New England.

GACS is involved with the restoration or duplication of existing wood window systems, wood door units, wooden storefronts and custom millwork and moldings duplicating the originally installed materials for landmark structures. The firm will set up a permanent facility in Lamoni, where it hopes to complete projects within a 300-mile radius.

According to Richard Pelletier, president of GACS, architects and historians alike wish to retain the original building fabric material as much as possible in reconstructing landmark structures. "It is generally possible to remanufacture an existing window using updated materials and bring it back to a finished product quality better than the originally installed product," stated Pelletier.

GACS was recently successful in obtaining a large contract in Des Moines. Pelletier claims that the building located at 100 Court Avenue will be instrumental in revitalizing the Court Avenue historic district. Pelletier stated that "the only way we were able to meet the conditions of this contract was to set up a local remanufacturing firm specializing in this type of work." GACS expects to employ between 20 and 50 local residents. Key personnel and techniques will be transferred from its New Hampshire operation.

CHASE BAG COMPANY

adds new equipment, resulting in more jobs

The Chase Bag Company in Sibley announced that the company will be producing a new line of microwave popcorn bags to meet a growing demand by the snack food industry. To meet the increase in demand, the company will be adding four pieces of machinery from Chase Bag plants in other locations across the country. The additional equipment will mean that Chase Bag will add about 25 employees to its current staff of 160 employees.

Employees operating the new machinery will receive training through Northwest Iowa Technical College. NITC offers job training assistance for new industry in O'Brien, Lyon, Osceola and Sioux counties as part of its economic development program.

AUTO-ASSEMBLIES, INC.

builds fifth production plant in Iowa

Auto Assemblies, Inc. has announced plans to build a production plant in Mount Ayr. According to Lyle Persels, manager of Auto Assemblies Iowa Division, the company will construct a 30,000-square-foot facility on land being purchased from the Ringgold County Development Corporation.

It is anticipated that the Mount Ayr facility will employ 100 to 120 people. The majority of these positions will be filled by people from Mount Ayr and Ringgold County.

Auto Assemblies manufactures automotive wiring harnesses for Packard Electric, a subsidiary of General Motors. They already have manufacturing facilities in Murray, Lucas, Lamoni and Osceola, with the Osceola plant serving as the central office for the Iowa division.

the Signet Corporation

opens Iowa Distillers, Inc. in Marshalltown

Iowa's first whiskey distillery will soon begin production in their plant located in Marshalltown's Industrial Park. Iowa Distillers, Inc. will do everything a distillery does except actual distillation. Grain alcohol will be processed, using from 65 to 70 percent Iowa grain alcohol. The company will also engage in an educational program to teach moderation in the use of the product.

The company, which will eventually employ between 35 and 40 people, located in Marshalltown because "the city had buildings in its Industrial Park already available." The firm has leased a speculative building that was constructed by individuals and firms in Marshalltown to attract industry.

L&R COMMUNICATIONS LTD.

operating in Sioux City

Telcon Towers Services of St. Peter, Missouri, has purchased an antenna tower-maker, Advanced Industries in Sioux City, and has resumed manufacturing operations under the name of L & R Communications Ltd. As a division of the Missouri firm, L & R Communications plans to employ more than 200 people.

Donnelley Marketing

DB a company of The Dun & Bradstreet Corporation

expands Nevada production facility

Donnelley Marketing announced another expansion of its present facility in Nevada. The expansion will include office, production and warehousing facilities. The new 45,000-square-foot addition will be adjacent to the present production facility.

This expansion is the third expansion by Donnelley Marketing at their Nevada facility over the past four years. Data Processing expansions in 1981 and 1984 added approximately 30,000-square-feet in a three-story addition.

FRANK N. MAGID ASSOCIATES, INC.

builds new addition

Frank N. Magid Associates is constructing a two-story addition that will more than double the size of its corporate and research facility in Marion.

The new building will provide 24,000-square-feet to accommodate both recent and projected growth. The main level will house both corporate and research offices. The lower levels will be used for mechanical and storage purposes, future office and other employee needs.

Magid Associates is the nation's leading qualitative research and consulting company, serving television, radio, print and communications clients in markets across the country. Currently, the firm has 282 employees.

ALPHA PRODUCTS, INC.

opens manufacturing plant in Lester

Alpha Products, a contract sewing company, has opened manufacturing facilities in Lester. Initially, the firm will employ a dozen people, with plans to hire 15 to 20 more employees within a year.

The company, located in a former church building on Lester's north side, will construct jackets for other concerns such as the Ralph Lauren label. Insulated jackets will be made in the spring and summer with lighter-weight jackets assembled in the fall and winter.

According to Rich Jensen, president, he chose to locate in Lyon County since the state of Iowa has several programs designed to help new businesses, such as job training with subsidized costs and tax advantages for starting companies.

Midwest Color Printing Corp. unveils expansion plans

Midwest Color Printing Corporation has announced expansion plans that will nearly double the size of their Marengo plant. The addition will house a new ultra-modern Toshiba heatset offset press, which will complement the bank of three Harris offset presses already in operation.

Currently, Midwest employs approximately 150 people. The new press is expected to produce 20 to 25 additional production jobs and several support positions.

JIMMY DEAN® announces $9 million plant expansion

Jimmy Dean, chairman of the board of The Jimmy Dean Meat Company, the nation's largest producer of premium sausage products, announced that the company has approved a $9 million capital expansion plan at their Osceola manufacturing plant beginning this fall.

"This investment reaffirms our company's enthusiasm for the business climate and people of Southern Iowa," states Dean. "In addition to the $40 million we spend annually for livestock, the capital expansion program will provide increased revenues and employment opportunities for the area."

The Jimmy Dean brand is the leading seller of premium fresh pork sausage. "Sausage," states Dean, "is a lot like life, you get out of it what you put into it. We have become America's favorite sausage by using the very best seasoning and selected cuts of pork. It ensures that our customers will get the highest quality, the best flavor and the best eating sausage week in and week out."

Highlights of the plan include a 65,000-square-foot addition to the plant, allowing for the installation of new processing equipment. The expansion program is expected to be finished within three years. Construction on the $5.5 million building addition will begin this fall with the completion of the new structure scheduled for late 1986. Equipment purchasing will commence once the building addition is completed.

According to Duane Getty, president and chief executive officer of the Jimmy Dean Company, the expansion program is the culmination of three years of studies and planning. "By expanding our physical plant and equipment, we can continue to diversify our product line and develop products that meet the needs and changing trends of our consumers," states Getty. "This will enable us to meet the growth goals we have set for the company for the next ten years."

The proposed plant addition will more than double the size of the Osceola facility and will directly adjoin the existing building. Included in the new structure will be cold storage, freezer storage and additional meat processing areas.

The facility, which is one of the world's largest and most modern sausage processing plants, produces a variety of Jimmy Dean fresh pork sausage products which are distributed and sold nationwide. The Osceola plant produces all the roll sausage presently and, with the expansion, will produce sausage and biscuits as well as food service products.

Currently, more than 250 people are employed at the Osceola plant. The number of employees is expected to increase significantly over the next three years due to the expansion.

Hobson Brothers mold successful future

As mold and pattern shops got pinched by the shrinking needs of the John Deere Works in Waterloo, the area's biggest customer, Hobson Brothers hit the road to knock on doors and develop new customers. The strategy worked.

What was a two-man shop in 1982 is today a busy national operation, employing 37 people in a 34,000-square-foot plant in Shell Rock.

Aggressive sales efforts and return customers pleased by quality and service produced orders for molds from Connecticut to San Diego, including such stellar corporations as Winnebago, Ford, Mazda, Sears Roebuck and Monsanto.

Gerald A. Hobson, oldest of five Hobson brothers in the operation and the company president, is proud of the workforce they have developed and trained entirely from people who were unemployed when they signed on at Hobson Brothers.

Eighteen more workers will be added over the next year using the state's jobs training program to assist the expansion.

If you've ever seen H.D. Hudson plastic sprayers or the bumper end of an International truck lately, you've probably looked at a product made with a Hobson Brothers mold. Advances in molds and plastics are going to put plastic fenders and hoods on many automobiles in the next few years, according to Hobson, who says "they're never going to rust" and the change will mean increased business.

Hobson's shop uses computer aided design and controls for milling and has a foundry for aluminum, brass or bronze castings.

"There aren't many shops around that can do everything we can do," notes Hobson.

Gerald A. Hobson watches as a worker checks a door panel mold for Winnebago Industries, the giant motor home and van manufacturer headquartered in Forest City

1985 Community Betterment Awards

Volunteers who had been working on community improvement projects, as well as newcomers, gathered in Ames in November for the 15th Annual Iowa Community Betterment Recognition Day.

Nearly 1,000 people from communities across the state gathered to attend workshops, view community booths and share ideas.

Communities from across the state participated in the annual Community Booth Display Awards. Above, Governor Branstad presents the first place ribbon in the Overall Community Promotion category to the community of Carson.

John Voight served as Master of Ceremonies for the annual awards banquet. Entertainment was provided by the musical group, " Cambridge," from St. Ansgar.

WOI-TV5 Award
Mount Vernon

Governor's Media Awards
DeWitt Observer
Decorah Journal & Public Opinion
Hedrick Journal
Forest City Summit
O'Brien County Bell/Primghar
Ocheyedan Press-Melvin News
Iowa Bystander/Des Moines
KWBG AM-FM Radio/Boone
Grafton Scoop
Van Buren County Leader-Record/ Farmington
Ottumwa Courier
Avoca Journal Herald
Rolfe Arrow
Harlan News-Advertiser & Tribune
Maquoketa Sentinel Press

Iowa Arts Council Awards
$300 Awards
Clarion
Creston
Ottumwa
Sheldon
$200 Awards
Albia
Cresco
Guthrie Center Youth
Riceville
West Liberty
$100 Awards
Bellevue
Boone
Decorah Youth

Pioneer Hi-Bred International, Inc. Awards
($250 each)
Ankeny
Bristow Youth
Cedar County
Corydon
Des Moines Model Cities
Davenport Youth
Dows
Greene
Hampton
Independence

County Recognition Awards
South Tama County
Cedar County

Community Booth Display Awards ($50 each)
Overall Community Promotion
Carson (First Place)
Boone (Second Place)
Most Imaginative/Unique
Hedrick
Celebration/Tourism Promotion
Manilla (First Place)
Eddyville (Second Place)
ICB Project Promotion
Harlan (First Place)
Dows (Second Place)
Economic Development Promotion
Maquoketa (First Place)
DeWitt (Second Place)

Outstanding Achievement Awards

(Awards were given in each of the following population categories — I/under 225; II/under 505; III/under 850; IV/under 1,560; V/under 2,730; VI/under 2,700; VII/under 10,000; VIII/over 10,000)

First Place Winners ($500 each)
- Barnes City (I)
- Grafton (II)
- Carson (III)
- Manilla (IV)
- Corydon (V)
- Mount Vernon (VI)
- Independence (VII)
- Boone (VIII)

Second Place Winners ($400 each)
- Hanlontown (I)
- Farmersburg (II)
- (tie) Titonka & Dows (III)
- Riceville (IV)
- Lamoni (V)
- Audubon (VI)
- Creston (VII)
- Ankeny (VIII)

Third Place Winners ($300 each)
- Fiscus (I)
- Breda (II)
- Gowrie (IV)
- Avoca (V)
- Cresco (VI)
- Decorah (VII)
- Ottumwa (VIII)

Fourth Place Winners ($200 each)
- Goose Lake (I)
- Ollie (II)
- Radcliffe (III)
- Farmington (IV)
- Belmond (V)
- DeWitt (VI)
- Sheldon (VII)
- Marion (VIII)

Fifth Place Winners ($100 each)
- Zwingle (I)
- Maurice (II)
- (tie) Rolfe & Lost Nation (III)
- Holstein (IV)
- Mount Ayr (V)
- Hampton (VI)
- Oelwein (VII)
- Fort Dodge (VIII)

Honorable Mentions ($50 each)
- Rose Hill & Panama (I)
- Peterson & Blencoe (II)
- Hubbard (III)
- Greene & Eddyville (IV)
- Ida Grove & Sumner (V)
- Clarion & (tie) Albia & Camanche (VI)
- Maquoketa & Vinton (VII)

Neighborhood Outstanding Achievement Awards (Population over 10,000)

- Mid-City/Sioux City (First Place; $500)
- Boone (Second Place; $400)
- Des Moines Model Cities (Third Place; $300)
- Hillcrest/Fort Dodge (Fourth Place; $200)
- Riverside/Fort Dodge (Fifth Place; $100)
- Southside/Council Bluffs (Honorable Mention; $50)

Youth Awards

(Awards were given in the following catagories: I/under 825; II/under 2,360; III/under 8,000; IV/over 10,000)

First Place Winners ($400 each)
- Ventura (I)
- Pocahontas (II)
- Eldora (III)
- Davenport (IV)

Second Place Winners ($250 each)
- Murray (I)
- Guthrie Center (II)
- Humboldt & Chariton (III)
- Boone (IV)

Third Place Winners ($100 each)
- Fontanelle (I)
- Hubbard (II)
- Council Bluffs (IV)

Honorable Mentions (Certificate)
- Titonka & Goldfield (I)
- Greene & Gowrie (II)
- Algona & Maquoketa (III)
- Des Moines Model Cities & Ottumwa (IV)

(In the case of a tie, the communities split the prize money.)

Members of the community of Hedrick were excited as Governor Branstad bestowed on them the first place ribbon for the Most Imaginative/Unique community booth display.

Live from Ames!!! At the Recognition Day Banquet, Governor Branstad presented awards to the first place winners during a one-hour live telecast on WOI-TV 5 in Ames.

The Star Clipper is dining par excellence

The sound of train wheels clattering over the rails — it's a sound from Osage's past that today is making history as the Star Clipper leaves town for its popular dinner ride.

Three-and-one-half hours later, a relaxed and satisfied crowd returns. They've enjoyed a leisurely afternoon or evening riding through Iowa's countryside in beautifully-restored dining cars, and indulging in cocktails and some of the best food in Iowa.

The Star Clipper dinner train is keeping railroad history alive in Osage — history that once was reality. Before the turn-of-the-century, Osage was a railroad center, with several trains a day passing through the town. After the 1940s, rail traffic began to dwindle. There, as in many parts of Iowa, the sound of the railroad and the blast of the whistle were just memories.

In 1984, Jack Haley of Osage acquired 109 miles of line between Glenville, Minnesota and Cedar Falls from the Illinois Central Gulf Line, and made Osage the headquarters of his new Cedar Valley Railroad. As the story goes, Haley and Marge Storm, another representative of the Cedar Valley line, were enjoying a meal at Big Don's Supper Club in Osage. While talking with Randi and Walt Vining, the owners of Big Don's, the group hit upon the idea of a dinner train that would combine Vining's good food with Haley's rail line.

An idea was born. Almost immediately, they purchased three passenger cars that once were part of the Phoebe Snow passenger train in the State of New York during the '40s and '50s.

Two of the passenger cars were restored as elegant dining cars. The third was outfitted with a complete restaurant kitchen. The newly-christened "Star Clipper — named after the familiar Clipper that rumbled through Osage during the heydays of the railroad — made its maiden run on May 5, 1985.

"The response has been fantastic," exclaims Randi Vining. "We passed the 20,000 rider mark in October. In fact, we awarded the 20,000th passenger with a free getaway weekend anywhere in Iowa!"

Passengers may board the Star Clipper at one of five locations along the route: Glenville or Lyle, Minnesota; or Cedar Falls, Waverly or Osage in Iowa. Trains depart from and return to the same boarding locations, and all trips last approximately three hours, during which a four-course meal featuring prime rib, seafood or chef's special is served.

Daily dinner trips have continued throughout the fall. In December, there will be a noon trip every Saturday and Sunday, featuring the same menu as the dinner trips. Vining also has special rides planned for Christmas Day and New Year's Eve.

"The New Year's trip is full," he states. "However, there may be some seats still available for Christmas. It's the perfect Christmas gift for the person who has everything. The scenery will be even more beautiful in the winter — passengers will feel as if they're snowmobiling, only inside out of the cold!"

The Star Clipper has received publicity from many sources, including national news coverage. And, according to Vining, the write-up in the *New York Times* found its way into newspapers around the world. They have had many foreign visitors, as well as people from around Iowa and the United States.

"People are very pleased and impressed," states Vining. "Some people think the price is too high until they get on-board. Then, they think it's cheap!"

What makes the Star Clipper a success is "the fact that we're doing it first class. We give everything our personal touch. People can tell that we appreciate their business." And, Vining added, "the food, especially the prime rib, is an important part of our sales pitch."

Vining is optimistic about the future of the Star Clipper. At this time, the plans call for expanding their operation by adding more day and weekend trips. "We're really pleased with the way we're being accepted, and I think the new year holds a lot of promise."

For information about the rates and schedules, contact the Star Clipper by calling 515/732-3738.

IOWA HOMECOMING '86

Do you know this famous Iowan?

Loren J. Shriver, a native of Paton, is a colonel in the United States Air Force and a NASA astronaut. On January 24, 1985, Shriver served as the pilot of the Space Shuttle Discovery. He is currently scheduled to pilot another space shuttle flight this spring.

Shriver came home last summer to participate in the kick-off of the Iowa Homecoming '86 campaign. To him, coming home to Iowa means "visiting relatives, renewing old friendships and reliving old times."

"Growing up on the farm taught me to use my imagination," stated Shriver. "I believe the values that I learned on the farm helped me to push myself to my career today."

During his distinguished career, Shriver has flown in 30 different types of single- and multi-engine civilian and military fixed-wing and helicopter aircraft, has logged over 4,150 hours in jet aircraft and holds commercial pilot and private glider ratings.

In addition, Colonel Shriver has been the recipient of numerous special honors, including the Air Force Meritorious Service Medal, Air Force Commendation Medal and the National Defense Service Medal.

A graduate of the USAF Academy in Colorado Springs, Colorado, Shriver was commissioned in 1967. He served as an academic instructor pilot before serving an overseas tour in Thailand. After 1975 until 1978, when he was selected as an astronaut candidate by NASA, Shriver served as a test pilot at Edwards Air Force base in California.

Married to the former Susan Diane Hane of Paton, Shriver and his wife have four children.

Tourism conference rings with state pride

The theme at the Annual Conference on Tourism, sponsored by the Iowa Travel Council, was "Homecoming '86."

Former Iowan Richard Threlkeld, chief correspondent for ABC's World News Tonight, served as the keynote speaker. Threlkeld, a native of Cedar Rapids, has won many awards for his national and international reporting and documentary work.

"People like to say that Iowa is a good place to be from, but it isn't a good place to live. I disagree! I live in New York because that's where my work is, but if I had my choice, I'd much rather live in Iowa," stated Threlkeld during his address.

Tourism awards presented

The winners of the 1985 Tourism Industry Competition are:

Tourism Attraction of the Year
The Boone and Scenic Valley Railroad

Tourism Event of the Year
The Nineteenth Annual Nordic Fest in Decorah

Friend of the Tourism Industry (individual)
Paul Comer

Friend of Tourism Industry (corporate)
Coca-Cola Bottlers of Iowa

Community Award of the Year (under 10,000 population)
Ida Grove

Community Award of the Year over 10,000 population)
Dubuque Convention and Visitors Bureau

Merit Citation Award
Amana Colonies Travel Council

Print Media Award
Interstate Traveler
published in Belmond

Broadcast Media Award
KDUB-TV of Dubuque

Tourism Service Award of the Year
Iowa Motel/Hotel Association

Legislative Update

The Iowa Development Commission has approved the following policy statements pertaining to the 1986 Legislative Session. Legislative action on these proposals will aid the IDC's marketing efforts and provide a more inviting business climate. If you have any questions or comments, please contact Norman Rodgers, legislative liaison of the IDC.

Unemployment Compensation

Background: Iowa employers are paying unemployment taxes that are among the highest in the country. Major changes were made in 1983 to make the fund solvent and to repay the federal government. Iowa's high unemployment taxes have become an economic development barrier.

Policy Statement: The IDC believes the unemployment compensation laws need to be changed so that they are no longer a deterrent in economic development efforts. The Commission urges consideration and adoption of recommendations of the Unemployment Compensation Task Force that would enhance Iowa's competitive environment.

Workers Compensation

Background: The 1983 Alexander Grant study positioned Iowa's maximum weekly payment for temporary total disability as the highest in the nation. This factor has a negative impact on economic development efforts.

Policy Statement: The IDC strongly supports the retention of the current law that provides self-insurance groups for workers compensation. In addition, the IDC urges the consideration and adoption of recommendations submitted by the Task Force on Workers Compensation that would enhance the competitive environment of the state.

Filming Industry — Exempt Withholding Tax

Background: The filming industry is becoming big business throughout the country, and Iowa has been able to secure some of this business. However, Iowa could become more competitive if we would correct the withholding of income tax on workers brought into the state for a short period of time. This not only aggravates the film industry, but it causes unnecessary work for the Iowa Department of Revenue since all of the income tax money is refunded.

Policy Statement: The IDC recommends that the legislature exempt the income withholding tax for the filming industry for non-residents only. The IDC further recommends that the exemption be made effective as of January 1, 1986.

Tort Liability

Background: Since Iowa no longer has a statute of government immunity, tort claims have soared. From the road fund alone, the cost of tort claims in 1984 was in excess of $5 million. Claims filed from January through June 1985 have amounted to $36,256,000.

Policy Statement: The IDC recommends that the legislature place a limit on the damages for which governmental units can be liable.

Product Liability

Background: The cost of liability insurance in general has been increasing over the past few years. However, the cost of product liability insurance has been increasing at an alarming rate. Some small firms are considering closing their doors if some type of relief is not found soon.

Policy Statement: The IDC supports legislation to bring a balance between contractors, claimants and manufacturers of products that is fair and equitable to everyone.

Bed and Breakfast

Background: Many small communities, such as the scenic areas of Northeast Iowa, do not have lodging rooms. Several people in these communities have been opening their homes for bed and breakfast. However, they have found that under Iowa law, they must be licensed and inspected. These communities would like an exemption from the law or they will be forced to discontinue this practice.

Policy Statement: The IDC supports legislation that would create an exemption from food service sanitation and hotel sanitation license requirements for bed and breakfast homes with two or fewer rental rooms that are located in cities with a population of 5,000 or less in rural areas.

Legislative Update

Enterprise Zones

Background: Currently 22 states, including seven of Iowa's 12 major competitor states, have passed legislation establishing enterprise zones. While the details of the specific programs differ, they generally provide various tax and economic development incentives for businesses locating or expanding in designated areas. An amendment was proposed in the House last year that would have provided either property, income or sales tax assistance to new or expanding firms in "economic development areas" as approved by the Iowa Development Commission. While all firms would be eligible, these incentives are targeted toward small business. Legislation establishing enterprise zones would provide Iowa with another economic development marketing tool and make us more competitive with other states.

Policy Statement: The IDC supports legislation establishing enterprise zones that would provide incentives, such as property, income and sales tax benefits, to businesses locating or expanding in designated areas located in urban and rural sections of the state.

Regional Banking

Background: Iowa's restrictive banking laws have created a barrier against the availability of needed new capital for the state. The geographical restrictions also overlook the momentous changes occurring in banking, the financial services industry and the movement of capital both nationally and internationally.

Policy Statement: To aid in economic development, the IDC supports legislation that allows Iowa to participate in regional banking compacts with other states on a reciprocity basis.

Cattle Industry

Background: Iowa's powerful position as the country's number one producer in the cattle industry has faltered. A study last year indicates that Iowa has lost over 17,000 jobs since the early '70s due to the declining cattle industry. Today, with the encouragement of fence row to fence row croping, less beef in diets, imports and the unprofitability of raising cattle, Iowa has slipped from number one to number five. The cattle industry creates jobs for farmers, veterinarians, livestock buyers and thousands of packinghouse and related beef processing jobs.

Policy Statement: Since the livestock industry is a major source of jobs and revenue for the Iowa economy, the IDC urges and recommends a change in Iowa law to allow corporate ownership of agricultural land for cattle feedlots. In addition, the IDC urges the consideration and adoption of the recommendations submitted by the Cattle Industry Task Force that would provide growth in the cattle industry.

Research and Development Tax Credit

Background: In 1983, the Iowa Legislature adopted an R&D credit along the guidelines of the federal R&D tax credit. However, the federal credit expired October 31, 1985. Last session, the Iowa Senate voted to retain the R&D tax credit, but the Iowa House voted to allow the credit to expire with the federal tax code. The Senate concurred with the House on the last day of the session. The R&D is a good economic development tool and should be reinstated.

Policy Statement: The IDC recommends that the Legislature reinstate the Research and Development Tax Credit since it is a good tool for economic development.

Iowa Economic Development Authority (State Bond Bank)

Background: A State Bond Bank could be a vital step in stimulating the economy. It would complement our other programs to create jobs. Bonds would be sold to create the funds for the State Bond Bank so that tax money would not be used. Once funding was available, the money would be loaned mainly to businesses who plan to expand or locate in Iowa.

Policy Statement: The IDC supports legislation to create an Iowa Economic Development Authority.

"The Year of the Apple"

Over 100 years ago, 16 bridges in Madison County were ordered covered for protection against the elements. Today, six of these covered structures have been saved and are now listed on the National Register of Historic Structures.

The Madison County Covered Bridge Festival, held annually on the second full weekend in October, honors these wooden spans that link the past with the present and commemorates the pioneer spirit with activities that include a parade, tours of the bridges and numerous booths featuring handmade crafts and homemade foods.

Last year, the Winterset Area Chamber of Commerce, using volunteers from the area, conducted a survey to determine the affect the Covered Bridge Festival had on the local area and to gather information on the people attending the Festival. Some of the highlights from the survey showed that the estimated attendance at the 1984 Festival was nearly 26,000, with over 50 percent of the attendees from Madison County or the immediate surrounding counties of Polk, Dallas, Warren, Union, Clarke or Guthrie. The average party size of those interviewed was 3.2 people, and they indicated spending $32.50 per day. Expanding these figures to the estimated attendance, the estimated economic impact for the Covered Bridge Festival 1984 was nearly $665,000.

This year, the 16th Annual Covered Bridge Festival was designated as *"The Year of the Apple."* According to The Winterset Madisonian's *Festival Flyer,* "Madison County is also the home of the original delicious apple tree. About the same time our covered bridges were being built (1870-84), a man named Jesse Hiatt was stubbornly pursuing a place of distinction for a new apple grown on his farm...Several years of persistence paid off in 1894 when the apple he had named 'Hawkeye'

The Madison County Bridge Festival, held annually on the second full weekend in October, has become one of Iowa's great fall attractions. This year, nearly 30,000 people toured the six covered bridges nestled in the countryside surrounding the Winterset area, as well as the birthplace of John Wayne, the Winterset Art Center and the Madison County Historical Museum Complex.

was discovered by the Stark Brothers Nursery. They renamed and propagated the "Delicious," parent of all other Delicious apple trees in the world." Though the actual apple tree is inaccessible, visitors to Winterset can view the Delicious apple tree monument in the Winterset City Park.

In addition to the traditional country music show, fiddlers and harmonica contests, 2-man crossbuck sawing contest, spelling bees and horseshoe tournament, activities were expanded to include an apple pie contest, tug-of-war, festival booth contest, carriage rides and the first annual Iron Dukes Car Club car show.

Since Madison County is the home of the original delicious apple tree, this year's festival was designated as "The Year of the Apple." Visitors were treated to the traditional booths of handmade crafts and homemade foods, as well as some new attractions such as carriage rides and the first Iron Dukes Car Club car show.

"Our survey indicated that over 55 percent of the people attending the Festival in 1984 had attended previous Covered Bridge Festivals. That's why we try to develop a few new activities each year that will fit into the 'pioneer' atmosphere we've established," states Mike Linn, executive vice president of the Chamber. "The survey has helped us develop and implement marketing plans to keep the Festival viable, as well as provide us the information we needed to incorporate it into our overall economic development plans. For the Winterset area, this tourism event is a major economic development tool."

Sister State Friendship Program aids international relationships

Although Iowa is physically landlocked and insulated, we have tied our business and personal lives to countries and people around the globe. Over 25-years of exchange between Iowans and foreign partners have developed into three formal sister state relationships, 16 sister city relationships and a host of educational, cultural and trade exchange programs.

Why has Iowa developed three sister-states?

As a state of the United States of America, Iowa is part of our global society. Our heritage is derived from peoples of all continents, races and religions. Our future depends on our ability to work with others, to trade with them, to share knowledge and culture. Our future will be enhanced if we are at peace.

Barriers exist; cultural and social, language, educational, religious, economic, governmental and geographic differences are hurdles with which we must cope. Instead of retreating from obstacles, we are committed to the appreciation and welfare of all peoples, the world over.

Barriers thaw and melt when true friendships are established, when people understand each other, when tolerance exists and when there is mutual respect and appreciation for each other.

We are committed to seeing that we attain the objectives of providing mutually beneficial exchanges and cooperation in the fields of commerce, technology, agriculture, education, arts, humanities and sports. It is our purpose to expand to give maximum growth and yet slow enough to assure a lasting and favorable effect.

Through our sister state relationships, Iowans will have opportunities not otherwise available to become acquainted with people of other nations, to know how they think and why they think the way they do. Through our relationships, Iowans will know that there are other ways to live, pray, learn and trade. They will see that there is a rich culture in other parts of the world from which we can draw to enrich our knowledge. We learn to respect others.

What are Iowa's sister-states?

Currently, Iowa has sister-state relationships with the Hebei Province in the People's Republic of China, known as that nation's breadbasket; the Yamanashi Prefecture, located west of Tokyo and known as the "Napa Valley of Japan; and the Yucatan, one of three Mexican states that comprise the well-known Yucatan Peninsula.

How did Iowa develop these sister-state relationships?

The Yucatan Peninsula has long been favored by American tourists, and some of the area's most impressive Mayan Indian ruins are located in the State of Yucatan.

The sister-state relationship in this area has existed since 1964, when it was initiated as part of the Partners of the Americas program. The Iowa-Yucatan Partners group, which fosters the relationship, is a highly-organized, private, non-profit agency which has directed many educational, agricultural, cultural and economic exchanges between the two states over the years.

Iowa's contacts with Yamanashi began during the Eisenhower administration in the 1950s under the auspices of the "People to People" exchange program. However, the ties became stronger because of a disastrous typhoon which struck the area in 1959. Some Iowans who were serving in the U.S. military occupation force in the area suggested that some aid might be

IOWA'S THREE SISTER STATES –

available from their home state, and soon 35 prime breeding hogs and 80,000 bushels of corn were on their way from Iowa to the new sister-state. Those 35 hogs are now recognized as the progenitors of a strong Japanese pork industry that was completely revamped after the arrival of the fine-bred Iowa animals.

When the People's Republic of China "opened its doors" to international trade, Iowa developed a sister-state relationship with the Hebei Province. Officially, the sister-state agreement was signed in 1982 in China and a year later in Iowa.

Is there a potential for trade with our sister-states?

Yes. In fact, trade opportunities exist in all three of our sister-states. Currently, there are 208 Iowa companies doing business with Mexico; 28 Iowa firms exporting to China; and more than 150 Iowa companies have business relationships with Japan...and this is still just the beginning.

For example, when Iowa State University officials visited the Hebei Province last summer, they were provided a list of 104 development projects. The Hebei government is interested in negotiating trade agreements with Iowa companies in these project areas.

Do sister-cities relate to sister-states?

Sometimes, and we encourage Iowa cities and towns to develop formal links with cities in our sister-states. Any Iowa community seeking a sister-city or are considering developing new sister-city relationships can receive assistance from Sister-Cities International, Suite 424-26, 1624 Eye Street, N.W., Washington, D.C. 20006.

The Yucatcan volunteers on behalf of the Governor of Yucatan presented Governor Branstad with an onyx chess set. Pictured with the governor are Bill Brown, Lois Cochran, Doug Lewis, Roberto Bauza, Ricardo Bauza, Alejandro Fitzmaurice, Miguel Ceron, Javier Ancona, Gerardo Rivera, Raquel Gamboa, Eduardo Perez, Alejandro Monsreal, Carlos Roca, Helen Oster and Ken Choquette. The Iowa-Yucatan Partners were recognized by American Express for the leadership and initiative of this program and were awarded $1000.

What are Iowa's current sister-city relationships?

The current sister-city relationships involve:

Burlington	- Barbacena, Brazil
Cedar Rapids	- Lilongwe, Malawi
Davenport	- Kaiserslautern, Germany
Decorah	- Fagernes, Norway
Des Moines	- Kofu, Japan - Naucalpan, Mexico - St. Etienne, France - Shijiazhuang, China
Elkader	- Mascara, Algeria
Emmetsburg	- Dublin, Ireland
Grinnell	- Villavicencio, Colombia
Postville	- Juticalpa, Honduras
Sioux City	- Callao, Peru - Stavanger, Norway
Storm Lake	- Taitung Chung, Taiwan
Story City	- Kvinnherad, Norway

What are examples of some exchange programs?

There have been a number of exchanges between Iowa and its sister-states. A Japanese Arts Festival held in Des Moines in 1981, for which 70 Yamanashi artists and performers came to Iowa, and an Iowa Arts Festival held in 1984 in Kofu, the Yamanashi Prefecture's capital city, has generated a number of educational and cultural exchanges, including an Yamanashi Prefecture exhibition at the 1985 State Fair.

Hebei and Iowa have also had active exchange programs. This last June, WOI-AM radio and Radio Beijing joined forces to produce what is believed to be the first live call-in show from the People's Republic of China. In addition, several delegations from the Province have visited Iowa during the past year.

The sister-state relationship with

the State of Yucatan has involved a variety of exchanges. For years, the Iowa medical and dental communities have been sending members to Yucatan to assist in public health programs, and a number of Yucatecans have come to Iowa to assist in our educational programs.

Is there an organization that directs the sister-state program?

In order to develop the associations with our sister-states in an orderly fashion and to further our purposes, there is a Sister-State Friendship Committee. It is composed of 56 members with an Executive Committee of eight members. In addition, there is a chairman, four university and college presidents, two legislators and one coordinator from the Iowa Development Commission.

The Iowa Sister-State Friendship Committee is an Iowa non-profit corporation which receives tax exempt funds for its operation. It is a focal point for the numerous activities which will further our designated goals to bring about an understanding and lasting friendship between the peoples of our sister-states and Iowans. This committee is run by volunteers, with voluntary contributions, with the sanction and support of the Governor and state government.

For more information about the Iowa Sister-State Friendship Committee...

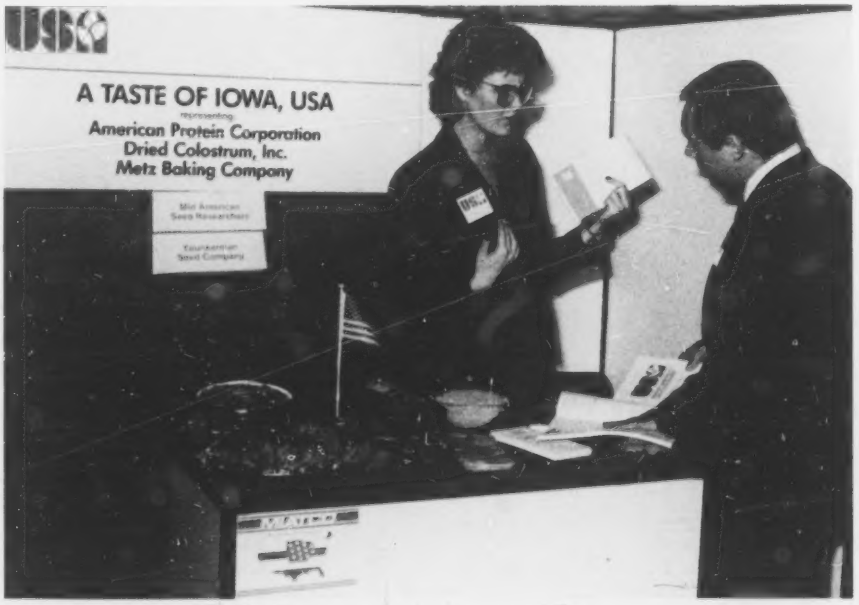
Contact Doug Lewis, sister-state coordinator, at the IDC by calling 515/281-6823.

Iowa taps European market for new food sales

Iowa's recent catalog booth at ANUGA '85, the world's largest food show in Cologne, West Germany, developed 138 trade leads for Iowa companies to pursue. "This is a record number of leads for us," states Cathy Koubek, marketing manager of the IDC's food processing section, who developed the leads with the assistance of an interpreter and German speaking staff members of the IDC's European office.

ANUGA buyers expressed interest in turkeys, vegetable protein, honey, meat and dairy products, edible soybeans, popcorn, dried eggs, spices, dessert mixes, food processing equipment and Iowa investments. An estimated 190,000 food buyers from 123 countries visited the ANUGA '85 exposition held in October.

The IDC introduced the *Food Products Directory of Iowa,* a 121-page comprehensive listing of most of the food products available from Iowa and displayed product catalogs from the following participating companies — Addington International, Inc. of Des Moines;



American Protein Corporation of Lytton; Dried Colostrum, Inc. of Mount Ayr; Metz Baking Company of Sioux City; Sioux Honey Association of Sioux City; Mid America Seed Research of Spencer; and Younkerman Seed Company of Council Bluffs.

The IDC prepared for ANUGA by mailing invitations to every food company in Europe that had had previous contact with the IDC or its office in Frankfurt, West Germany.

Iowa's next international food exhibit will be at FOODEX-JAPAN '86, scheduled to be held March 10-14 in Tokyo. Iowa companies interested in participating in that exhibit should contact Cathy Koubek at the IDC, 515/281-8515.

Existing industry vital to Iowa's future

Iowa's future is with those firms already doing business within the state. In fact, the vast majority of new jobs, over 80 percent of them, will evolve from businesses already established in Iowa. In addition, satisfied and profitable existing industry can be the state's greatest sales force since a healthy existing industry base indicates a positive business climate and improves the chances of attracting new industry.

Recognizing these points, the Iowa Development Commission has initiated a program specifically aimed at addressing the needs and concerns of Iowa's existing business and industry. Mike Fastenau, who has joined the IDC's Community Resources Group as manager of existing business and industry, will be working with local communities to establish programs that will provide assistance and information to those firms already doing business in Iowa.

"Many of Iowa's expanding existing industries are not aware that the same state and federal development programs and incentives used in recruiting new industry are also available to them," states Fastenau. "We hope that the existing industry program will improve this awareness."

In addition, the existing industry program will provide a forum in which business problems of existing industry can be addressed by both the local community and by state government. "We want our existing industry to know that we appreciate their business, and this program is a way to service their needs. After all," states Fastenau, "our existing business and industry is the foundation on which Iowa can build a healthy future."

Increase in tourism

Travelers on the Interstate highways stopped in record numbers and reported spending more in Iowa than ever before, according to figures compiled at Welcome Centers over the summer months by the Iowa Development Commission.

During the four months of the survey, Interstate travelers produced an estimated economic impact of over $46 million dollars, a 21 percent increase over 1984. The number of travelers with an Iowa destination (31 percent) was up 11 percent over the previous year and the amount of time spent in Iowa (2.7 days) increased by 8 percent.

Average daily spending per travel party was reported at $76.20 per day. Average travel party size was 2.6 persons.

The survey, compiled by the IDC's Research and Development Group, continues to indicate that half of Iowa's tourism market comes from the surrounding states of Illinois, Wisconsin, Minnesota, South Dakota, Nebraska, Kansas and Missouri, as well as Iowans traveling within their home state. This market was the target of the IDC's tourism advertising this year which featured Sunday newspaper advertising sections and radio commercials in Chicago, Kansas City and Omaha. These advertising efforts generated more inquiries for tourism information in one month than normally occurs in one year.

The survey was taken by having travelers fill out questionnaires at Welcome Centers on the Interstate highways near the communities of Clear Lake, Davis City, Des Moines, Sergeant Bluff, Underwood, Victor and Wilton. The seven Welcome Centers were open daily from May 17 through September 15. Surveys were taken for two weeks at an eighth Welcome Center that opened in Davenport on August 30.

The survey also holds some promise for the future — 78 percent of the visitors reported that they expect to return to Iowa again.

International manager named

Iowa Development Commission Director Don Chartier has announced the appointment of Jon L. Kuehner as the new manager of the IDC's International Trade Division.

Kuehner, formerly of Harlingen, Texas, previously was Asia/Pacific manager for Durametallic Corporation, an international manufacturer. He also served in a similar position with Eaton Corporation's Truck Components Division. Kuehner replaces Robert Sanner, who served as interim manager of the division.

Also joining the International Division is Dale Braynard, former training coordinator for the IDC, who has accepted a new position as an international marketing manager.

Bruntz and Schroeder join IDC's Community Resources Group

Julie Kron Bruntz has been named as Western Iowa regional manager for the Community Resources Group. Before joining the IDC, Bruntz spent 4½ years as an attorney in the procurement law division for the Rock Island Arsenal. Bruntz graduated from the University of Iowa Law School.

Bruntz joins Jim Kersten, Central Iowa regional manager, and Bret Weber, Eastern Iowa regional manager, in assisting communities in their economic development efforts.

Sue Schroeder has also joined the Community Resources Group as the new Iowa Community Betterment Coordinator. Schroeder replaces Barbara DuVall, who transferred to the IDC's Tourism Division.

Schroeder has been serving as administrative assistant for Iowa Homecoming '86 since August. Prior to joining the IDC, Schroeder was active in the Des Moines Chamber of Commerce Leadership Institute, and served eight years as a junior high school principal after 10 years of teaching.

$2.7 million awarded for economic development

Governor Terry Branstad announced the distribution of $2.7 million in loan subsidies and interest-free loans for economic development in 15 Iowa communities.

"I am pleased to report that 1,558 Iowa jobs will be created or retained through these awards. There are 22 applicants for the Community Development Loan program and 32 applicants for the Economic Development Set-Aside program. There was a lot of interest and the competition was tough," said the Governor.

Eight awards were made in the third round of the 1985 Economic Development Set-Aside program. This program provides interest rate and loan principal reductions for business projects. These are projects which would not have been feasible under prevailing market rates. The program was established with federal funds available under the Community Development Block Grant (CDBG) program.

The federal funds are administered by the Iowa Office for Planning and Programming (OPP). Awards for this program will total $1,052,166 and will subsidize $9,455,960 in private loans. The awards will also leverage an additional $5,141,587 in private cash investment.

Under the 1985 Iowa Community Development Loan (ICDL) program, eight cities received loans for economic development. This program was proposed by the Governor and enacted by the Legislature in 1983. It is administered by OPP.

The ICDL program provides cities with interest-free loans up to $250,000 for construction and improvement of public works needed to support business and industry.

State loan funds of $1,635,470 will be matched with $2,663,525 in local funds for the projects. One community, the city of West Branch, received both a zero-interest loan and a loan subsidy for their new business project.

The communities receiving the Iowa Community Development Loan Awards are: Ackley-new deep well and water plant improvements, 40 jobs; Carroll-relocation of utilities and drainage facilities, property acquisition and construction of mall, 43 jobs; Clive-relocation of trunk sanitary sewer, 112 jobs; Coralville-water main extension and water storage facility, 300 jobs; Estherville-land acquisition and expansion of city's largest industry, 30 jobs; Peosta-land acquisition and construction of lease-hold building, 40 jobs; Sioux Center-water tower construction and water main extensions, 50 jobs and West Branch-construction of water and sewer lines for industrial expansion, 20 jobs.

The CDBG Economic Development Set-Aside Grants were awarded to the following: Bettendorf-Sivyer Steel Corporation (steel foundry), 374 jobs; Centerville-Wells Manufacturing Corporation (packaging and distributing of automotive parts), 196 jobs; Clear Lake-Park Center Project (downtown hotel and retail development), 70 jobs; Garner-North Iowa Electronics, Inc. (electronics manufacturing plant), 150 jobs; Milford-Northern Iowa Die Casting (manufacturer of zinc die castings) 25 jobs; New Sharon-Pella Products, Inc. (manufacturer of work clothing and orthodontic head gear), 15 jobs; Redfield-Midland Brick Company, Redfield and Welko Industriale, Milan, Italy (joint venture to produce ceramic tile), 73 jobs and West Branch-Purethane Incorporated (manufacturer of polyurethane components for the auto and office furniture market), 20 jobs.

Mason City sparkles in economic report

Recent trends point to a great beginning to Mason City's efforts to improve its status as a regional trade center and to attract new industrial growth, according to a study by Tom Jolas, chairman of the Chamber of Commerce Economic Development Committee.

Over the past three years, 1,780 new jobs have been created in manufacturing and service/professional businesses in Mason City.

The Jolas study shows retail sales have risen at twice the state average over the past four years with new retail and entertainment facilities holding the promise for an even brighter future. The retailing figures preceded the opening of Southbridge Mall with its five movie theaters and new ShopKo an Wal-Mart stores.

"We're developing a strong industrial interest in Mason City. People are impressed with what's happening here," said Jolas.

Assessed value of property has grown by $60 million over the past five years with new construction of single family homes and apartment/condominiums. The tax rate declined. Mason City's property tax rate is 15th lowest among the 17 largest cities of Iowa.

Receiving the study, Jack Bailey, director of the Iowa Development Commission, attributed the success to strong, positive and stable leadership in the community.

New administrators approved for Iowa's SBDCs

The operation of Iowa's Small Business Development Centers (SBDCs) will be transferred to Iowa State University's College of Business Administration as a result of an agreement with the U.S. Small Business Association (SBA).

The SBDC program has been administered by the Center for Industrial Research and Service (CIRAS) at ISU, which established the program in Iowa four years ago. According to Charles B Handy, dean of the College of Business Administration, several factors entered into the decision to transfer administration of the program, including the SBDC program's maturity, SBA regulations and the growth of the Business Administration program at ISU, which became the university's newest college in September 1984.

Handy said, "Various members of our faculty have been involved in small business counseling since the centers were established in Iowa. We are now pleased to accept the administrative leadership role."

The SBDC program was established to provide management counseling and expertise that small businesses might lack because of their size. Fifty percent of new small businesses fail in the first four years of operation, primarily due to lack of management training and knowledge. This assistance helps small businesses improve their productivity and chances of survival.

The Iowa Legislature this year increased the Iowa SBDC funding to $693,000 effective July 1; federal funds of $800,500 are expected. Iowa SBDC State Director Louise Brinkman said these funds will ensure the completion of a statewide network of SBDCs in fiscal year 1986.

Ten of the proposed 11 centers are in operation: at Drake University in Des Moines; at the University of Iowa in Iowa City; at ISU in Ames; at the University of Northern Iowa in Cedar Falls; at Indian Hills Community College in Ottumwa; at Siouxland Interstate Metropolitan Planning Council in Sioux City; at Iowa Western Community College in Council Bluffs; at North Iowa Area Community College in Mason City; at the Dubuque Area Chamber of Commerce; and at Eastern Iowa Community College in Davenport. A center will be opened in Spencer at the beginning of 1986.

Jobs Training Program extended

Recent changes in the state jobs training program to stimulate the expansion of smaller industries are an enormous success. Since July 1, small businesses have requested $390,000 in community college training programs to add new workers and expand their Iowa operations.

"With that level of interest, we probably already have enough applications to exhaust the pool of something under $1 million available for the program," states Mary O'Keefe, training coordinator for the Iowa Development Commission.

Community colleges normally issue bonds to finance training for industrial expansions by larger companies, retiring the bonds with new tax revenue generated by the expansion. Issuing bonds to finance small training programs is too costly, so the legislature, at the request of the IDC, approved a limited pool of state funds to be loaned to the community colleges to stimulate the expansion of smaller industries the way the bonding program has stimulated the growth of larger businesses.

For more information on the Iowa Training Program, contact the Training Coordinator at the IDC at 515/281-3600.

Small business certificate program offered by Kirkwood Community College

Kirkwood Community College in the Cedar Rapids area introduced a new community education program designed to give prospective small business owners a better chance to survive and grow.

The small business management training certificate program will provide aspiring business owners a formal feasibility study for their business idea. The 120-hour program also will provide assessments of background, education and personality to help individuals decide if they are suited for the rigors of business ownership.

According to an article printed in *The Cedar Rapids Gazette,* Program Coordinator Tia Smith states "This is a hands-on application-oriented program. We aren't teaching a lot of theory like university business schools do."

The curriculum includes a unique course — small business assessment workshop. This workshop, held in the evenings over six weeks, helps students take a close look at their own potential for success in business. The course includes a study of the student's lifestyle and educational background. It also includes a financial feasibility study for each business idea.

Other courses in the core program include a pre-business workshop that identifies special problems in establishing a new business, small business bookkeeping, finance, marketing, advertising-promotion, law and personal selling methods.

Your video taped presentation — a plus or a minus?

(Reprinted with permission from *Economic Development Review,* Summer, 1985)

Your community's image and your economic development presentation can be dramatically enhanced if you use video tape productions to tell your story...maybe. Maybe not! Chances are your video tape production could qualify as the latest cure for insomnia!

Video is an excellent tool for telling your economic development story. Unfortunately, fully 90 percent of the Economic Development Corporations, Chambers of Commerce, Tourism Bureaus and Utility Companies grossly misuse this medium. This has made video tape delivery an unwanted propaganda bore to many of the facility planners and corporate officers of expanding companies. In fact, it has become so objectionable that it becomes necessary to use a verbal sales pitch to persuade a prospect that your own expensive production is worth viewing. The prospect concedes enough to allow you to present the tape is usually more polite than optimistic or encouraging.

Why this rejection? It boils down to "all we want is the facts, Ma'am." The prospects thinks, "tapes are too damned long and full of contrived B.S.," and he is right! Too many producers of community video productions are far too creative. They aspire to Gone With The Wind — Part II video movies. These "epic makers" are prospect destroyers, but their grand story lines and exciting camera effects "signifying nothing," aren't the worst that can be done to an industrial prospect!

The real killer is the "political groupie" video producer who can't say NO to an interview with the Mayor, or the Banker who holds a "power-position" in the community. He will also include the "Citizen of the Year;" after all, "good old Fred has worked hard for the community for years. He ought to be on the tape, and so should Harriet Smith. If you leave her out, the whole town will be mad!" Not a single Sergeant Friday answer in the whole film!

I viewed one production that featured a K-Mart store and merchandise on the shelf. The title should have been, "How to Spend Twenty-Five Minutes that Seems Like Eight Hours!" I've seen tapes from communities presenting a historical tour of their proud heritage with "Buffalo Bill Sold His Indian Blankets Here," "Aunt Minnie Canned a Jar of Pickled Prunes in This Building," and "Now Let's Stroll Down Memory Lane, Looking at All of the Rehabilitated Historical Sights in Old Town."

Hey! Wait a minute! We are talking about industrial site locations, not tourism! So you have a Mayor (untrained voice is standard) and an important Banker (he holds your notes). All of our communities do! Besides, our High School Band has snappier uniforms than your High School Band, and our cheerleaders are prettier! An industrial prospect doesn't have the time to watch a movie about your town. He doesn't care about your local news at this point, and the more he is presented lengthy tapes on communities, the less likely he is to view another one.

What I'm saying is "It isn't important that you spent $30,000 on your production and used up 30,000 feet of video tape. What is important is, you are using up my prospects! NOW, CUT THAT OUT!" I have all of $2,100 invested in our video production, including the helicopter, and my Board of Directors wants to make sure the investment was worth it! Because of all the would-be George Lucases and Stanley Kramers, I have to re-sell my prospects on video tapes about community site locations.

I usually start with, "Mr. Prospect, I want to send you our 8-minute information video tape describing Hesston, Kansas. Do you use VHS or Beta Max?" Mr. Prospect replies in a patronizing, but polite tone, "I'm sure it's very nice, but your site description, demographics and information on your taxes will be all we need for now. Maybe later we will be interested."

Are you kidding me? That kind of dull data on our unkown little town of Hesston has kept it unknown for the past century. To see it is to love it! So, I reply, "Our tape contains only the information you are interested in, i.e., the sites, the local industry and a fly-over of the community with a verbal narration of the vital statistics that I'm sure you are interested in. This tape gives you the opportunity to view the quality of life our town has to offer, and to see the site locations available, their proximity to the community and placement of necessary services. You get an inside look at our existing industry, providing you an opportunity to evaluate their ability to OEM (contract manufacture) for you. The tape is the tour we would give you if you were here. We would like to bring the tour to you. You can make the trip in only eight minutes."

Upon receiving acceptance, we forward the tape along with a comb-bound, copier printed, Community Inventory Checklist. Our video production will not endear the Chamber of Commerce folks, the Tourism Department or the "Star-Trekkies." It would be innocuous to the Madison Avenue "Yuppie," but it is top-pro when it comes to Industrial and Economic Development presentations.

How we came up with our video presentation efficiently, professionally, economically and in just a few weeks from concept to cassette is still a wonder to me. Granted, we have exceptionally

talented people in Hesston, and very cooperative Economic Development Corporation members, but Hesston is a community of only 3,000 souls. The City of Hesston and the Hesston Corporation, one of our existing industries, joined in financing the cost of producing the video tape. A fund was pledged in the amount of $3,700. Excel Industries, another existing industry, donated the use of their video department and the equipment they use for taping their product lines for dealers and consumers. We had to fit our schedule in with their "down-time."

The funds were used to pay the video technicians for camera work and editing at $25 per hour; for chartering a helicopter for one and one-half hours at $550; to purchase 30 initial blank tapes at $10 each; and for the narration of the tape by a local radio announcer (it was brought to my attention that Presidents of EDC's have untrained voices as a standard, too). I did write the script and direct the taping. Our total cost was $2,100!

I truly believe that our video tape is a great economic development tool, and I hope that we will be allowed to present it successfully to many more industrial prospects. For the future to allow that, I strongly urge that all basic economic development courses include sessions on "How to Use, or Misuse the Video Tape to Your Community's Advantage, or Disadvantage."

Video tape presentation initial work sheet-premise

Prospective industry looks for: good sites; good planning; labor availability; attitudes (including worker productivity); management standards; community government; citizen's participation; community pride; quality of life; cooperative attitudes (industry to community/community to industry); building costs; land costs; land availability; site location; transportation; distributing advantages; taxes; general cost of locating; and cost of doing business.

The video tape production should be used as a follow-up to serious, qualified business and industry interested in your town as a possible location for doing business.

The message should be "the next best thing to being here in person." It should be a tour of the community, emphasizing why a business or industry should consider locating in your town. Historical shots and emphasis should be eliminated, as well as ethnic or religious persuasions.

Emphasis should be placed on the following, by priority:

- Available sites and locations
- Transportation
- Local industry — size and products; labor and community relations; and willingness and ability to contract manufacture
- Quality of Life
- Government — attitudes (spirit and cooperation); taxes; and enterprise zone advantage, etc.

To be pictured on video tape presentation

Location Map — U.S. map emphasizing geographic location. Zero in. City Hall — Show city offices, fire/police facilities. Neighborhoods — Clean streets. Good homes. Show high income residential area also. College Campus — Tour grounds. U.S.D. Schools — Emphasis on high school building and facilities, curriculum and quality. Golf Course — Aerial (grounds, greens and pro shop) Community Parks — Parks and equipment. Swimming pool, ball diamonds, tennis, maintenance. Aerial of Interstate Highway — Aerial shot showing highway location and facility to the town as asset. Industrial Campus Site — Aerial with highway in foreground with traffic. Industrial Park with existing industry and community in background. Industrial Campus Artist's Rendering — Emphasize advantage to image conscious industry. Shots of Area Communities — Narrate economic contribution in jobs and available labor. County Airport — Emphasize distance, use and size. Regional/National Airport — Emphasize distance and services.

Narration emphasis

Some suggestions —

Community Pride: Clean streets, well maintained homes, parks, industry. See award winning heavy equipment maintenance and storage facilities of King Bridge and Highway Construction. Show Dyck Arboretum.

Productivity: A 1978 study reported that workers in West Germany gave 7.9 more days of productive labor than the U.S. average. Workers in Japan gave 8.3 more days of productive labor than the U.S. average. **Workers in our state gave 8.6 more days of productive labor than the U.S. average, the highest in the nation, and the highest in the free world!**

Manufacturing: Many companies are trending to contracting their products' production. Excel Industries, Inc., and Hesston Corporation are available for OEM work. Their sophisticated facilities, highest quality design engineers and worker productivity produce for many companies, the highest quality products at cost competitive and many times, lower than the company could produce the product themselves.

The Iowa Development Commission can provide your community assistance in developing a professional, economical and efficient video presentation. Contact the IDC's Audio Visual Manager at 515/281-8319.

Iowa Ag & Business Indicators

Compiled by the Iowa Development Commission

Labor Demand and Supply[1]

October, 1985

Service Areas	Individual Placements	New Applicants & Renewals	Service Areas	Individual Placements	New Applicants & Renewals
Ames	151	316	Iowa City	559	772
Atlantic	112	129	Keokuk	135	226
Burlington	631	433	Marshalltown	533	378
Carroll	291	139	Mason City	390	533
Cedar Rapids	1,857	2,062	Mt. Pleasant	747	431
Centerville	81	172	Muscatine	32	194
Charles City	30	29	Newton	232	188
Clinton	142	361	Oskaloosa	75	143
Council Bluffs	NA	NA	Ottumwa	308	510
Creston	47	197	Sheldon	155	208
Davenport	559	1,265	Shenandoah	31	89
Decorah	19	92	Sioux City	686	1,048
Des Moines	1,516	2,106	Spencer	84	142
Dubuque	242	577	Storm Lake	283	238
Fairfield	118	135	Waterloo	1,579	855
Fort Dodge	834	390	Webster City	180	77
Fort Madison	255	257	**Statewide**	**12,465**	**21,302**

[1]All new applicants and job openings listed with Iowa Department of Job Service.

U.S. Consumer Price Index

	Sept. 1985	Sept. 1984
All Urban Consumers (1967 = 100)	324.5	314.5

U.S. Composite Construction Cost Index

	July 1985	July 1984
U.S. Composite Construction Cost Index (1977 = 100)	167.5	164.8

Business Data

	9/85	9/84	9 mos./85	9 mos./84
New Car Registrations	10,058	7,734	70,350	67,222
Iowa Savings & Loan ($000,000)				
Total Loans Closed	67.1	40.6	542.4	502.0
Savings	15.0	49.5	254.0	254.1
Work Force (000)	1,380.3	1,395.5	1,382.2	1,391.7
Unemployment	57.8	55.5	69.5	69.0
Rate (% of work force)	4.2	4.0	5.0	5.0
Employment	1,322.5	1,340.0	1,312.7	1,322.7

Value of New Dwellings[1] ($000)

	10/85	10 mos./85	10/84	10 mos./84
Ames	$ 2,896.0	$ 5,564.6	$ 356.9	$ 5,214.4
Ankeny	158.1	4,192.8	1,307.8	3,332.8
Bettendorf	667.9	6,743.7	838.8	8,040.1
Boone	0	58.8	203.0	588.0
Burlington	75.0	509.8	154.0	1,147.0
Carroll	177.0	931.4	558.2	1,611.8
Cedar Falls	0	316.3	86.8	1,494.3
Cedar Rapids	878.0	5,901.6	717.9	4,597.7
Clinton	47.0	1,053.0	0	345.0
Council Bluffs	267.5	5,264.0	369.0	6,162.0
Davenport	836.4	14,491.3	774.5	8,313.1
Decorah	320.0	1,287.0	698.3	1,770.3
Des Moines	6,548.9	16,830.7	2,293.1	25,896.6
Dubuque	374.1	1,855.3	357.8	2,031.3
Fairfield	305.8	2,297.8	0	5,743.6
Fort Dodge	40.0	1,034.0	190.0	4,942.5
Fort Madison	190.5	1,061.9	0	1,553.0
Indianola	171.9	1,331.8	0	1,548.3
Iowa City	1,304.5	6,915.2	1,297.1	15,902.8
Keokuk	173.0	440.0	33.0	608.0
Marion	190.6	2,019.3	59.5	1,251.4
Marshalltown	112.0	359.5	198.0	666.0
Mason City	551.0	3,436.1	237.0	4,210.8
Mount Pleasant	140.0	895.0	179.0	1,004.1
Muscatine	102.3	625.0	0	1,119.0
Newton	0	851.1	0	335.8
Oskaloosa	60.0	345.5	36.0	1,313.5
Ottumwa	200.0	557.6	0	470.6
Sioux City	192.3	1,342.9	183.9	2,036.5
Spencer	130.0	212.0	0	348.0
Urbandale	1,240.6	13,717.8	1,127.7	14,416.7
Waterloo	85.4	192.2	0	1,190.8
W. Des Moines	2,372.2	31,897.7	8,581.3	31,011.0
Total	**$ 20,808.0**	**$ 128,631.1**	**$ 20,838.6**	**$ 160,216.8**

[1]Single, two-family and multiple residential dwellings, based on housing permits issued.

Farm Retail Price Spreads

	Sept. 1985	Sept. 1984
Beef, Choice:		
Retail price (cts./lb.)	223.6	235.2
Net carcass value (cts.)	121.4	139.3
Net farm value (cts.)	111.1	131.6
Farm-retail spread (cts.)	112.5	103.6
Pork:		
Retail price (cts./lb.)	159.8	163.6
Wholesale Value (cts.)	93.1	111.7
Net farm value (cts.)	64.3	75.0
Farm-retail spread (cts.)	95.5	88.6
Dairy Products:		
Retail cost (1967 = 100)	258.0	254.9
Farm value (1967 = 100)	241.0	263.7
Farm-retail spread (1967 = 100)	272.9	247.2
Eggs:		
Retail cost (1967 = 100)	185.7	178.6
Farm value (1967 = 100)	198.9	182.8
Farm-retail spread (1967 = 100)	166.6	172.6

Personal Income Quarterly Periods

	1985 I	1985 II	1984 I	1984 II
Personal Income ($000,000)	36,475	38,005	32,534	34,644

Stock Index

	Iowa*	Dow Jones Industrial
Sept., 1985	205.18	1,328.63
Oct., 1985	218.38	1,374.31
Nov., 1985	228.03	1,472.13

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Price Received by Farmers

	10/85	9/85	10/84
Corn, bu.	$ 2.16	$ 2.25	$ 2.56
Soybeans, bu.	4.80	4.90	5.99
Oats, bu.	1.13	1.16	2.02
Hogs, cwt.	43.80	39.50	44.10
Beef cattle, cwt.	55.40	49.10	52.90
Calves	57.60	57.10	53.90
Milk (whls), cwt.	12.10	11.70	13.60
Sheep, cwt.	25.10	26.20	14.00
Lambs, cwt.	64.40	67.80	63.50
Eggs (market), doz.	48	48	37
All hay, ton baled	46.00	45.00	57.00
Turkeys, lb.	53	47	48

Average Price Paid by Farmers

	10/15/85	10/15/84
Beef cattle concentrated, 32-36%	$ 11.20	$ 11.80
Hog feed, 38-42% protein	11.90	13.00
Soybean meal, 44% protein	9.30	10.00
Dairy feed, 16% protein	157.00	176.00
Poultry feed, layer ration	176.00	198.00

Commodity Feed Price Ratios

	10/15/85	10/15/84
Hog — corn[1]	20.3	17.2
Beef cattle — corn[1]	25.6	20.7
Egg — feed[2]	6.0	4.3
Milk — feed[3]	1.54	1.55

[1]Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.
[2]Pounds of laying feed equal in value to 12 eggs.
[3]Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Available Buildings

This is not a complete list of all buildings available in Iowa. For further information, please call 515-281-3251.

Square Footage	Community	Former Use
10,000	Charles City	Spec Building
10,560	Maquoketa	Industrial
12,000	Sioux City	Spec Building
12,500	Cherokee	Spec Building
13,600	Davenport	Warehouse
15,000	Corydon	Industrial
18,000	Remsen	Industrial
20,000	Clinton	Spec Building
20,000	Maquoketa	Spec Building
20,960	Lake City	Light Industrial
21,000	Corning	Spec Building
21,205	Oskaloosa	Spec Building
22,500	Red Oak	Spec Building
23,000	Waverly	Spec Building
23,040	Waverly	Spec Building
27,374	Iowa City	Warehouse
29,120	Ankeny	Commercial
31,500	Emmetsburg	Commercial
32,925	Emmetsburg	Light Industrial
33,500	Des Moines	Industrial
34,420	Fairfield	Manufacturing
36,000	Marshalltown	Manufacturing
40,000	Creston	Spec Building
44,501	Forest City	Industrial
48,365	Muscatine	Office
54,000	West Des Moines	Industrial
59,512	Denison	Manufacturing
60,480	Burlington	Heavy Industrial
70,000	Hampton	Manufacturing
79,400	Adair	Industrial
81,400	Algona	Industrial
88,900	Council Bluffs	Manufacturing
91,340	Story City	Light Industrial
104,000	Sioux City	Warehouse
124,626	Jefferson	Industrial
159,336	Mason City	Manufacturing
160,270	Albia	Industrial
180,000	Sioux City	Office Plaza
186,567	Sac City	Industrial
273,200	Fort Dodge	Heavy Manufacturing
285,000	Maquoketa	Industrial

Iowa®
DEVELOPMENT COMMISSION

IDC DIGEST

November/December 1985
Vol. XIV-No. 6

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Souvenirs available at a store nearest you!

Attention!!! Shoppers seeking the unique gift! We have just what the doctor ordered — Homecoming '86 Souvenirs!

Stores throughout Iowa are featuring a wide variety of specialty items promoting Iowa Homecoming '86 — everything from pens and buttons to t-shirts and jackets. Now your gift list can look something like this:

Aunt Louise — Homecoming '86 calendar and pen

Uncle Fred — Homecoming '86 hat and jacket

Nephew Bill — Homecoming '86 hooded sweatshirt

Niece Nancy — Homecoming '86 t-shirt and button

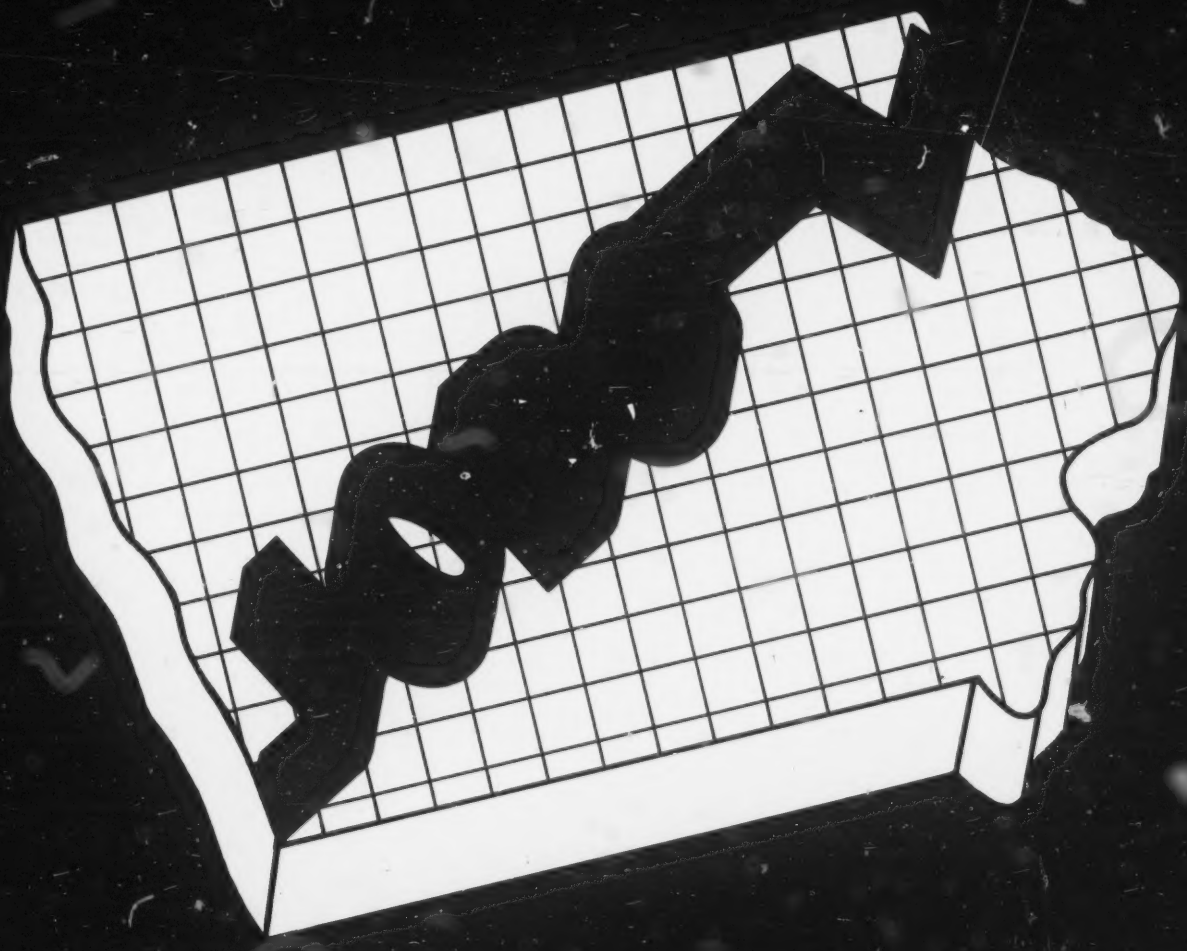
Dear Ol' Dad — Homecoming '86 ice scraper and sweatshirt

Jim Quinn, an advertising specialty professional for over 20 years, has organized a group of Iowa vendors to produce specialty items for Iowa Homecoming '86. These companies — Graphic Printing and Bankers' Advertising of Iowa City; The Fairfield Line of Fairfield; and Screened Images of Des Moines — are not only producing the items available for retail distribution, but they are also donating their time and

effort to promote the concept of Iowa Homecoming '86.

In addition to the above "winter" line, Quinn is working with these companies to develop a "spring/summer" line of Homecoming '86 souvenirs. Retail outlets interested in featuring the Homecoming '86 specialty items can contact Jim Quinn at 230 East Benton Street, P.O. Box 986, in Iowa City 52244; or call him at 319/351-8729.

And, for you perplexed shoppers — look for Iowa Homecoming '86 souvenirs and help ***"Celebrate Iowa!"***



Iowa Development Commission 1985 Annual Report

S2780-2

The Marketing Group

Domestic Marketing Division

Economic initiatives enhance 1985 business climate

Iowa's business climate was enhanced in 1985 when Governor Branstad and the state legislature enacted six new economic initiatives—the repeal of machinery and equipment taxes; repeal of personal property (inventory) tax; tax credits for new jobs; interest buy-downs on business loans; tax abatements on new research-service facilities, as well as manufacturing and distribution facilities; and a special fund earmarked for road improvements to plant sites.

To generate awareness, two brochures—one for existing Iowa industry and one for out-of-state prospects —were produced, discussing the newly legislated opportunities for Iowa's economic development and potential. This promotional piece was mailed to over 3,000 Iowa companies, as well as a prospect list of 3,000 major corporations across the country.

In addition, eleven key areas of the country were chosen as target markets. Within these markets, over 1,700 corporations received a letter from Governor Branstad, along with the promotional brochure, addressing the advantages Iowa offers as a business location. This initial direct mail package was followed by a telemarketing campaign that generated appointments and personal visits by the domestic marketing staff to further discuss the Iowa advantage.

"Sell Iowa" trips reinforce expansions

In 1985, five major cities were selected for "Sell Iowa" trips. Governor Branstad led representatives from Iowa communities and private industry to Chicago, Illinois; New York City; Detroit, Michigan; St. Louis, Missouri; and Minneapolis-St. Paul, Minnesota. Over 1,600 major corporations were visited.

In each city, the governor personally visited the chief executive officers at the corporate headquarters of companies with branch plants in Iowa. During their discussions, Governor Branstad emphasized the importance of Iowa's existing industry to the state's economy. In addition, the governor reiterated the state's commitment to strengthening Iowa's competitive posture for future expansion. As a result, industries such as Stauffer Seeds, Iowa Beverage Manufacturers, Inc. and National Computer Systems have expanded their Iowa facilities.

Promotional materials assist marketing efforts

IOWA'S LESS TAXING.
DEATH AND TAXES.
Iowa just did something about one of them.
STOP.
That's what Iowa just did to business taxes.
Iowa

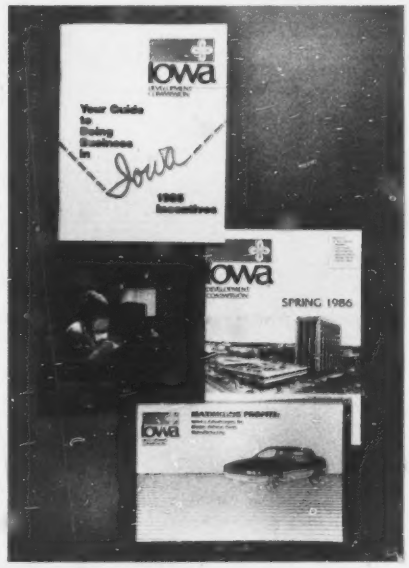
These advertisements were developed for an advertising campaign in the ***Wall Street Journal****. Other economic development advertising efforts included* ***Business and Industry;*** *a special 24-page section in* ***Business Facilities*** *magazine; and the* ***Site Selection Handbook.***

The IDC, through its Communications Group, developed and produced various brochures to promote Iowa as **"A Place to Grow Profits. Better."**

Close to 70 percent of the companies who contacted the IDC during 1985 requested information about available buildings meeting their criteria. As a result, the IDC developed a quarterly publication—*Available Building* magazine—which lists approximately 30 buildings and is mailed to the top executives of over 3,000 major corporations for their consideration in developing future expansion plans.

In addition, the *Doing Business in Iowa* brochure was revised to reflect the new economic development incentives, as well as changes in other Iowa laws. The new booklet—*Your Guide to Doing Business in Iowa–1985 Incentives*—is used extensively by existing and prospective companies to provide specific answers to questions on Iowa business laws and regulations.

Targeted brochures were also developed, with the assistance of the Communications Group, to promote Iowa as a location for automotive parts manufacturing and telecommunications operations. These brochures were used in direct mail, trade show programs and in our response package assembled to explain the advantages Iowa offers in meeting the requirements of prospect companies seeking location sites.



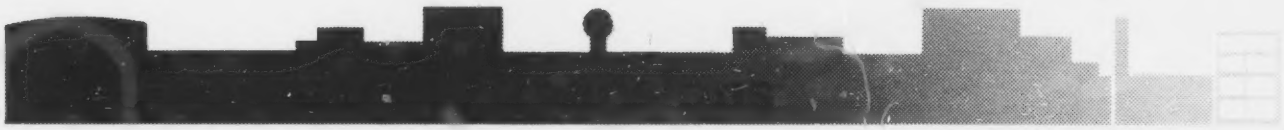
Industrial conferences provide Iowa with promotional forum

The IDC promoted Iowa's business advantages at the Industrial Development Research Council (IDRC) annual meetings for corporate facility planners held in May and November. At these conferences, the real estate executives of over 70 major U.S. corporations attended "A Taste of Iowa" breakfast, sponsored by the IDC and several Iowa communities. During these breakfasts, Governor Branstad discussed Iowa's aggressive posture for new jobs and investment, and promoted Iowa for future expansion.

At the annual meeting of the National Association of Corporate Real Estate held in May, many of the 1,000 corporate real estate professionals attending were able to view the IDC's marketing booth. These contacts were especially important due to the timing of the meeting—the new economic development initiatives had recently been signed into law.

On the horizon

The IDC's Marketing and Research Groups are designing a more effective means of tracking and maintaining contact with corporations. Through these efforts, the IDC will become more efficient in meeting prospective business needs.



The number of companies contacting the IDC seeking new locations or expansions doubled from 1983 to 1985. In 1983, the IDC worked with 67 companies; whereas in 1985, 135 companies, almost half of which were located in other midwestern states, seriously considered locating in Iowa. Some of the significant industrial expansion announcements in 1985 were:

Wells

Wells Manufacturing—began construction of a 185,000-square-foot distribution center in Centerville that will employ 200 people. Wells also located an auto electrical components manufacturing plant in Manning that will employ up to 80 people.

Rubbermaid®

Rubbermaid—purchased a 137,000-square-foot building in Centerville and will expand the facility to 350,000 square feet for a manufacturing operation. Initial employment will be 200, expanding to 500.

ALLIED PRODUCTS CORPORATION

White Farm Equipment—of Charles City resumed operations after being purchased by Allied Corporation. Employment will reach 400 people.

JIMMY DEAN®

Jimmy Dean—began a $9 million, 65,000-square-foot expansion of their Osceola facility. Company officials stated the increased processing capacity will increase the present 250-employee work force significantly.

Wolverine Technologies

Wolverine Technologies—headquartered in Michigan, announced the expansion of their Grinnell operation with the addition of a 100,000-square-foot distribution center that will add 50 employees.

NATIONAL COMPUTER SYSTEMS NCS

INFORMATION SERVICES DIVISION

National Computer Systems—of Iowa City added a 20,000-square-foot "hardened" computer center to their operation and will add 70 technical positions.

Long Lines

Long Lines Ltd.—announced the creation of Pioneer Teletechnologies in Sergeant Bluff as a major telemarketing center. The center will initially employ 400 people. Eventually, employment should reach 1,400.

EXCELLENCE IN CABINETRY
FIELDSTONE™

Fieldstone Cabinetry Inc.—doubled the size of their Northwood facility to 71,000 square feet and doubled employment to 160 people.

AMOCO®

Amoco Oil Company—transferred credit card operations that were performed at its issuance center in Chicago to the West Des Moines Credit Card Center. The transfer will result in 50 new jobs.

PIONEER HI-BRED INTERNATIONAL, INC.

Pioneer Hi-Bred—of Johnston announced the plans for a $3 to $5 million research and production facility for its microbial genetics division.

ILLINOIS Range Company

Illinois Range—located in a 20,000-square-foot speculative building in Clinton to manufacture stainless steel restaurant equipment with an initial staff of 35 people.

DIAMOND SCIENTIFIC

AGRION Corporation—a California advanced genetics and biotechnology firm, purchased Diamond Labs in Des Moines. The new company, Diamond Scientific, plans to expand the company to develop vaccines for hogs, cattle and poultry. The current work force of 37 will double over the next two years.

AUTO-ASSEMBLIES, INC.

Auto Assemblies—of El Paso located their fifth Iowa plant in Mount Ayr. The plant will manufacture wiring harnesses for autos and employ 120 people.

ibp

IBP, Inc.—purchased the closed Rath Packing facility in Columbus Junction. IBP will expand and renovate the facility. Potential employment is approximately 1,000 people.

Rockwell International

Rockwell International—selected Coralville as the site for a new multi-million dollar avionics production facility. The 75,000-square-foot plant will eventually employ 600 people. The facility will be a showcase in high technology production of global satellite navigation systems.

Younkers

Younkers—began construction on a 72,000-square-foot distribution center in Ankeny that will have 200 employees.

GOMACO

Gomaco—of Ida Grove announced an expansion of their operations with construction of a 120,000-square-foot building. The expansion will create 100 new jobs.

Donnelley Marketing
a company of The Dun & Bradstreet Corporation

Donnelly Marketing—of Nevada expanded their direct mail marketing facility by 45,000 square feet to 225,000 square feet. Current employment is 700 people.

NORWEST MORTGAGE

Norwest Corporation—announced plans to move the headquarters of Norwest Mortgage from Minneapolis to Des Moines. Norwest Mortgage will employ 50 people.

QUALITY BWJ DIES MFG. CO.

B.W. Johnson Manufacturing Company — of Joplin, Missouri, has leased an existing building to open a manufacturing plant in Des Moines. The plant will eventually employ about 25 workers.

FAWN VENDORS INC.

Fawn Engineering Company — announced plans for a 30,000-square-foot addition to its Clive manufacturing plant, providing a 20 percent increase in manufacturing space. The expansion gives Fawn the opportunity to maintain its production lines at constant levels year-round.

Iowa Beverage Manufacturers Incorporated — began construction of a 33,000-square-foot addition to its Ottumwa facility. The new expansion could result in as many as 40 additional jobs.

CHASE BAG COMPANY
ESTABLISHED 1847

Chase Bag Company — announced that the company will be producing a new line of microwave popcorn bags at its Sibley plant. The new line requires additional equipment and additional staff — approximately 25 workers will be added to its current staff of 160 employees.

Traer Manufacturing

Traer Manufacturing — a supplier for General Motors completed a 10,000-square-foot addition to their existing facility in Traer. Currently, the plant employs 45 people, with plans to increase the staff.

Kemin

Kemin Industries, Inc. — announced the opening of its $1 million Corporate Research Center. The 6,000-square-foot facility has been constructed at the company's international headquarters in Des Moines.

MOTOROLA INC.
Communications Sector

Motorola Inc. — announced plans to consolidate manufacturing and warehouse operations at one site in Mount Pleasant with the construction of a 55,000-square-foot addition.

Mederer Corporation—of West Germany located in a 40,000-square-foot speculative building in Creston to produce candy products, including Gummi Bears. The company will eventually employ 70 people.

Jackson Industries
Division of Daniel Radiator Corporation
A Handy & Harman Company

Jackson Industries — announced plans to build a second plant in Maquoketa that will employ another 100 people. Jackson moved to Maquoketa from Chicago earlier in 1985. The new facility will contain 48,000 square feet.

FRANK N. MAGID ASSOCIATES, INC.

Frank N. Magid Associates — constructed a two-story addition that more than doubles the size of its corporate and research facility in Marion. The new building provides 24,000-square-feet to accommodate both recent and projected growth.

The International Division

Trade Missions

Trade missions, sponsored by the IDC, assist small Iowa companies develop or increase export sales, or both, in new world markets, resulting in job opportunities for Iowans. During 1985, two trade missions were sponsored.

May trade mission

Nine businessmen, representing 13 Iowa companies, traveled to Auckland, New Zealand; Sydney, Melbourne and Perth, Australia; and Kuala Lumpur, Malaysia, to sign up distributors and generate potential sales.

Although all of the participants reported that the trip was successful, one Iowa company initiated its exporting efforts by contracting with a distributor in each market who ordered an initial inventory of his product. Another Iowa company finalized the negotiations for a $12 million sale that was initiated during a previous IDC trade mission.

June trade mission

Governor Terry Branstad led a delegation of 32 Iowans on a trade and investment mission to Israel to take advantage of the passage of the new Free Trade Area agreement between the U.S. and Israel. This agreement permits U.S. exports to compete more effectively in Israel with those from the European Community, especially after 1989 when the remaining EEC-Israel duties will be lifted. It virtually provides free access for U.S. exporters to a billion dollar market with a great potential for expansion.

During the trip, the Governor met with top Israeli officials to discuss trading and investment opportunities. As a result, he announced a marketing agreement between an Iowa manufacturer and an Israeli kibbutz.

The Governor and his official party continued to Egypt, West Germany and Italy. In West Germany, the Governor met with the directors of Groschopp & Company at the firm's headquarters in Viersen to discuss Groschopp's announced plans to expand its Sioux Center facility.

While in Italy, the Governor announced a joint venture, the first of its type in the United States, between Welko Industriale of Milan and Midland Brick Company of West Des Moines to produce ceramic tile at a Midland-owned plant in Redfield.

Hans Kellers (far right), managing director of Groschopp & Company, explains their manufacturing process to Governor Branstad and other members of the June trade mission. Pictured are (left to right): Paul Wagner, director of the IDC's European Office; Governor Branstad; Jack Bailey, former director of the IDC; James O. Freedman, president of the University of Iowa; and Gerald L. Weiner, vice president of Pennsylvania Life Insurance Company of Sioux City and former IDC Commissioner.

Export activity increases

According to a survey of Iowa exporters conducted by the IDC's Research and Development Group, exporters continue to face several problems. Among these, the strength of the American dollar; subsidized, low-rate, long-term financing by foreign competitors; high duties; import license requirements; counterfeiting; and foreign subsidized trade shows and trade missions.

In spite of these export problems, our survey indicates that nearly 900 Iowa companies are involved in the export market—an increase of over six percent from 1983. The survey also shows an increased number of companies considering entering the export market—from 288 companies in 1983 to 366 in 1985.

Overseas Trade Shows

A prime marketing tool in the international market is the trade show. These exhibits provide Iowa and the companies represented the opportunity to make contacts that would require a year using the conventional American method of individual calls. As Paul Wagner, director of the European Office states, "Especially in the area of food processing, it is vital to be represented at the major trade shows. In fact, one cannot afford to be left out."

This year, Iowa and Iowa companies were represented at the following major trade shows:

- **FOODEX '85**—Tokyo, Japan; March 11–15—This is considered one of the largest international food processing trade shows in Asia. Over 800 firms representing hotel, restaurant and food distribution industries, as well as 22 countries, participated.

  Eight Iowa firms participated in the "Taste of Iowa, USA" catalog exhibit, and one Iowa firm sent representatives to the show. Also attending FOODEX were three representatives from the Meat Export Research Center at Iowa State University and a staff member of the Iowa Department of Agriculture. Trade inquiries were secured for all participating firms, with 117 leads secured in total.

- **Iowa-American Trade Fair**—Kofu, Japan; March 21–25—The Iowa-American Trade Fair was hosted by the Ogino Department Store of Kofu and Iowa's Japanese Sister State, the Yamanashi Prefecture. Twenty-five Iowa firms and 20 Iowa learning institutions provided promotional literature for distribution.

  The Iowa-American Trade Fair was the first state/prefecture trade event held in Japan. It was also the first time that a trade show was combined with a cultural and friendship exchange.

- **Buffet America/U.S. Food Exhibit**—London, England; October 8–9—The London Food Array could best be described as a small food show focusing exclusively on value-added food products from the United States. American Protein Corporation, Dried Colostrum, Mid-America Seed Research, Metz Baking Company, Sioux Honey Association and Younkerman Seed Company were the Iowa firms choosing to participate in the U.S. exhibit.

  Buffet America/U.S. Food Exhibit combined a product exhibit and a tasting display into one event. Representatives from all sectors of the United Kingdom's food industry attended the first day. On the second day of the show, it was opened to food importers and wholesalers. Nearly 30 trade inquiries resulted, and 60 copies of the *Iowa Food Products Directory 1985–1986* were distributed.

- **ANUGA**—Cologne, West Germany; October 12–17—ANUGA, the largest trade show in the world for processed foods, provided Iowa food processors with an opportunity to introduce their products to members of the international market and reaffirm Iowa's position as a reliable supplier of food products.

  Four Iowa firms were represented at the "Taste of Iowa, USA" exhibit, and three Iowa firms—Addington International, American Protein and Dried Colostrum—sent their own representatives.

- **AG CHINA 85**—Beijing, China; November 4–10—This international agribusiness exhibition and conference provided Iowa companies a unique opportunity to market their products in the People's Republic of China. Jimmy Chu, director of Iowa's Asian Office, represented 17 Iowa companies at this show.

Jimmy Chu (left), director of the IDC's Asian Office, represented eight Iowa firms at the "Taste of Iowa, USA" catalog exhibit at FOODEX '85, one of the largest international food processing shows in Asia.

Iowa's foreign offices

The purpose of the European Office in Frankfurt, West Germany, and the Asian Office in Hong Kong is to increase exports of Iowa manufactured and processed goods, as well as to develop reverse investments, joint ventures and licensing agreements which enhance economic development in Iowa.

Export development

Companies involved in the export market, either in conjunction with the foreign offices or independently, are not required to file any type of report with the state. As a result, many overseas sales are not reported because of confidentiality factors.

This year, however, Hawkeye Eagle Transportation Equipment Company of Schaller announced a multi-million dollar contract to sell trailers to Yangming Marine Transport Corporation of Taipei, Republic of China (Taiwan). Initiated during a trade mission to the Republic of China, South Korea, the Philippines and Singapore, the Asian Office provided valuable assistance during the negotiation process.

In 1985, as a means to stimulate export development, the members of Iowa's foreign offices attended nine trade and investment shows, generating over 600 trade leads. In addition, the foreign offices represented nearly 100 Iowa companies at trade shows such as Ag China, ANUGA and FOODEX.

Since Iowa established the Asian Office to develop new markets in the Pacific Rim, the largest growth area in the world, over 100 Iowa manufacturers and processors have contacted the Office, providing them with product information and requesting assistance with market research. The staff is also establishing export agents for several Iowa firms, at their request.

Joint ventures and reverse investments

Currently, the European Office, in conjunction with the International Division, is working on 20 joint venture or licensing projects. Since Iowa is relatively a "newcomer" in the Asian market, the director of that office has met with officials of U.S. Foreign Commercial service offices in six countries. As a result, the staff is currently organizing Iowa catalogue shows with the Commercial Attaches in Malaysia and Singapore.

Since the staffs are familiar with the business styles of the different countries, their guidance and counsel provide valuable assistance to companies involved in the negotiation process. A prime example — the acquisition of the Souvenir Group in Cedar Rapids by Bemrose of Derby, England. According to Robert E. Yaw, a consultant involved in the negotiations, "Paul Wagner's guidance and counsel was of invaluable help in my negotiations with Bemrose, and it will be of continuing importance to my successors because of our involvement in the UK and Western Europe will be compounded."

The Japanese market

The vast majority of Asian investments in the United States derive out of Japan — a trend that will continue into the future. For the past decade in Iowa, Japan has been, and continues to be, the number one importer of Iowa's agricultural products. In addition, Japanese firms have been investing in Iowa since 1973 when Nippon Sieke K.K. located a facility in Clarinda. Presently, the Japanese have invested in seven Iowa plants, which, in total, employ nearly 500 people. However, Iowa may be missing opportunities to increase sales to this affluent market since market surveillance is not on a continuous basis.

Currently, there are 27 states and 18 port authorities with offices in Tokyo. Illinois, maintains an office in Osaka. Since this market is so viable, the Iowa Development Commission proposes the establishment of a Tokyo office.

The executive officers of the Yangming Marine Transport Corporation — (left to right) Alec Y. Lee, assistant to the president; James Y. Liu, president; and M.B. Chih, chairman of the board — presented Governor Terry Branstad with a gift during their visit to Iowa to finalize the negotiations on their multi-million dollar contract to purchase trailers from Jerry Woodke (right, sitting), president of Hawkeye Eagle Transportation Equipment Company of Schaller.

Sister State program

The past two years have been very successful for Iowa's international relationships. Through the financial assistance of a U.S. Department of Commerce grant and with the assistance of Sister Cities International and other interests active in promoting international friendships, all existing sister/governmental relationships in Iowa have been identified.

Sister State relationships are coordinated by the Sister State Friendship Committee, Inc., a non-profit corporation which was incorporated in January 1985. Within the structure of the committee, there are county representatives for each sister-state relationship.

The potential for exchanges between Iowa and her sister states is immense. Since Iowa and Yamanashi are the closest with regard to stages of development, the potential for advanced economic exchange and trade are greatest between our two states. We can anticipate joint ventures between Iowa and Yamanashi companies, as well as Japanese reverse investment. Also, Yamanashi offers Iowa companies access to Japanese industrial, agricultural and retail markets. Yamanashi Prefecture has offered office space in their Tokyo offices to Iowa representatives.

The Iowa-Hebei agreement allows Iowa access to the large and still growing Chinese market surrounding Peking. In addition to mutual investment possibilities, Iowa companies are looking for better avenues into the Chinese market. With regard to friendship, educational and cultural exchanges, the relationship has already fostered a Friendship Force exchange, an Iowa trade mission and many delegations.

The historical success and variety of the Iowa-Yucatan exchanges can continue to be enhanced and improved. The Iowa-Yucatan agreement offers a bridge between the U.S. and Mexico with a plethora of projects and developmental programs.

Coordinated efforts will produce a greater awareness of Iowa's role in the global economy and society. Iowa also has the potential to be the Midwestern showcase for both Japanese and Chinese interests.

During 1984 and 1985, by having an EDA funded coordinator, the Sister State Committee and the IDC were able to host four official delegations; coordinate an Iowa Trade Fair in Kofu, Japan; assist in the radio link between WOI-Radio and Radio Beijing; and assisted in hosting an exhibition and delegates from Yamanashi Prefecture during the Iowa State Fair.

Iowa Sister-State Relationships

Hebei Province, People's Republic of China
Yamanashi Prefecture, Japan
Yucatan State, Mexico

Honorary Ambassador and Attache Program

A format has been designed for an Honorary Attache Program. Candidates will consist of selected ex-patriots living abroad, or foreign nationals working for Iowa companies or who have some particular interest and/or relationship with the state of Iowa.

Persons selected as Honorary Ambassadors will be Iowans who travel frequently abroad and have the desire to promote international trade between Iowa and foreign markets.

Nominations for either Honorary Ambassadors or Honorary Attaches will be invited and then screened for appropriate appointments.

Foreign Student Program

The IDC has funded a pilot project at Iowa State University to seek overseas graduates from Iowa State University who are willing to assist with Iowa's economic development efforts.

Initially, the project will be targeted toward alumni living in Southeast Asia. A pilot survey is being designed with the aid of an informed group of foreign-born and American researchers and business leaders in the Ames area.

This program will serve as a valuable resource of information. It feasibly can supply new quality trade leads for Iowa firms; alert the IDC to overseas projects on which Iowa firms may submit bids; and identify specific markets for future trade missions.

This new approach for the Foreign Student Contact Program will help Iowa's overseas economic activity. If this first pilot prospect proves to be successful, it can be expanded to other market areas of the world.

1985 cooperative tourism advertising program resounding success

The 1985 cooperative advertising program was a resounding success. A four-page advertising insert, *"Iowa, Come Explore the Heartland,"* appeared in the April editions of the *Chicago Tribune, Omaha World Herald* and *The Kansas City Star.* Initial responses on the temporary toll-free tourism number—activated between April 7 and May 22—amounted to 3,659 calls. In addition, 9,640 coupons requesting tourism information were received, making the total responses to the insert 13,299. Compared to the 1984 advertising campaign, this figure represents an increase of over 43 percent in tourism requests directly related to the advertising campaign.

To enhance the impact of the insert, a radio advertising campaign was initiated during the months of June and July. The targeted markets included Springfield, Rockford, Bloomington, Peoria and Chicago, Illinois; the Kansas City, Missouri, metropolitan area; and Omaha, Nebraska. The campaign featured humorous vignettes of a family spending most of their vacation time in the family car when they could be having fun in nearby Iowa.

In-state advertising efforts

A series of 30 vignettes, distributed to 196 Iowa radio stations, were aired as public service announcements. The spots promoted various Iowa vacation locations and annual events. They were designed to play at the rate of five per week for six weeks, beginning July 22.

Follow-up calls were made to Iowa stations to see how the tourism spots were received. Of those who responded to our survey, 77 percent had used the tapes.

Group travel tours means big business for Iowa

To enhance Iowa's visibility as a group travel destination, a direct mail package of information was sent to the 200 members of the American Bus Association, National Tour Association and Ontario Motor Coach Association. In addition, 150 packagers and 434 travel agents contacted the IDC requesting information on Iowa's tour possibilities.

In order to track the results of these efforts, the IDC monitored selected tour company itineraries. During 1985, Iowa was indicated as a destination on 295 itineraries, up from 261 in 1984. The 13 percent increase shows a marked return on our efforts in the group travel area.

Along with the direct mail promotion, the state and private sector sponsored a breakfast at the American Bus Association Marketplace in December. Over 1,000 operators and tour brokers attended the breakfast. Iowa hospitality, complete with decoration, entertainment, gifts, literature and a new video tape promoting Iowa's tourism industry were planned for the event. Selected door prizes were donated by members of the tourism industry.

In May, a familiarization (FAM) tour was held for eleven operators representing nine bus companies. These operators spent four days learning about group travel opportunities in Iowa. Again, the state and private sector worked together to sponsor this event.

Group travel advertising, in conjunction with articles on Iowa, appeared in three group travel association directories and two magazines published by the National Tour Association and the American Bus Association.

Iowa Travel Pages

Iowa is participating in a cooperative venture to produce a magazine called *Iowa Travel Pages.* This publication will contain articles, advertising and four-color photographs of Iowa attractions and events. It is scheduled to be released biannually.

The IDC's Communications Group provided the articles and photographs for the publication. In return, the Visitors and Tourism Division will receive approximately 200,000 copies of the spring/summer issue, and 100,000 of the fall/winter issue in 1986.

Iowa Travel Pages will contain features on Iowa tourism and lists of attractions and annual events. The information will be grouped by regions and will include advertising related to tourism services, lodging and dining.

Coca-Cola Bottlers boost industry

The Coca-Cola Bottlers of Iowa sponsored the largest in-state tourism promotion ever conducted within the state. Over 700,000 flyers and discount cards were distributed in Coca-Cola cartons during the summer months. The flyers listed 132 Iowa attractions, museums, hotels, motels and restaurants where tourists could obtain discounts by presenting their Coke discount card.

The program also involved a ten-week giveaway program promoted by radio stations throughout Iowa. Several grand prizes, including two Chrysler automobiles, were awarded on "Coke Day" at the 1985 Iowa State Fair.

New Welcome Center opened during 1985 season

A cooperative effort between the community, the IDC and the Department of Transportation resulted in a new Welcome Center located on I-80 near Davenport. The other Welcome Centers, and locations, are: Sergeant Bluff, I-29 south of Exit 141; Underwood, I-80 north of Exit 17; Clear Lake, I-35 south of Exit 197; Des Moines, I-80 west of Exit 121; Davis City, I-35 north of Exit 4; Victor, I-80 east of Exit 205; and Wilton, I-80 west of Exit 271.

Tourist survey information was gathered at the new Center as of late August until the end of the season, November 1, and incorporated with the survey information attained at the seven other Centers.

Welcome Center surveys for the 1985 season indicate:

- 84,315 travel parties signed the guest books—an 11 percent increase over 1984.
- 31 percent of the respondents identified an Iowa destination—a 10.7 percent increase over 1984.
- Average length of stay in Iowa increased to 2.7 days compared to 2.5 days in 1984—an 8 percent increase.
- The estimated economic impact of the interstate travelers was $46,054,970 compared to $38,117,346 in 1984, which is a 20.8 percent increase.
- 13.4 percent of the respondents remembered seeing newspaper ad inserts on Iowa, with 60.6 percent of the ads seen in the following newspapers—21 percent in the *Chicago Tribune;* 12.1 percent in the *Quad City Times;* 9.3 percent in the *Kansas City Star;* 9.3 percent in the *Des Moines Register;* and 8.9 percent in the *Omaha World Herald.*

Travel writer program

Visitors and Tourism Division, with the assistance of the Communications Group, sent over 400 press kits to members of the Midwest Travel Writers Association and the Society of American Travel Writers.

Approximately 130 free-lance writers and editors contacted the division for information and assistance. In addition, 25 publications requested reference materials, information concerning attractions and the *Calendar of Events.*

As a result of the assistance provided travel writers throughout the year, over 100 feature articles, attractions/events listings and/or photographs depicting tourism in Iowa have been published.

In addition, a member of our staff has been accepted as a member in the Midwest Travel Writers Association. This will give the IDC the opportunity to be involved in their annual convention and work with the writers on a personal basis.

In the works

The 1988 Society of American Travel Writers Convention is scheduled to be held in Kansas City. To take advantage of this opportunity, the division, in conjunction with the state of Missouri, is planning a regional itinerary of FAM trips around Iowa and Missouri.

In addition, the division has made a commitment to co-host, with the Des Moines Convention and Visitors Bureau, the Outdoor Writers Association Convention, tentatively scheduled for the fall of 1989.

Governor Terry Branstad (left) affixes a "Tourism Information Available" decal to one of 400 state patrol cars that can provide tourism brochures to travelers along the interstates.

State Highway Patrol program

Iowa State Highway Patrol troopers became new sources of Iowa tourism information in 1985, distributing free maps and brochures to people who asked for assistance and information. Decals stating "tourism information available" were affixed to 400 patrol vehicles around the state. The troopers carry road maps, the Iowa Development Commission's *Campground Guide, Calendar of Events* and the *Mini-Vacation Guide of Iowa.*

Regional Tourism Councils

Iowa's seven regional tourism councils concentrated their promotional efforts on brochure development and distribution. The councils also participated, as much as possible, in radio and newspaper advertising, including the cooperative advertising newspaper insert, and at travel shows held throughout the Midwest. And, all seven regions sent representatives to work at the regional tourism booth during the 1985 Iowa State Fair.

The Matching Funds program administered $28,000 to the regions during the year. Each region made a $4,000 match to be used for regional promotion.

1985 Tourism Conference highlights

The Sixth Annual Iowa Conference on Tourism was held during the fall of 1985. A record number of industry leaders met in Des Moines to attend workshops, share new ideas and work toward creating a brighter future for Iowa tourists. Program additions from the Iowa Arts Council and Iowa Homecoming '86 allowed the conference to extend the format to two full days.

Former Iowan Richard Threlkeld, chief correspondent for ABC's World News Tonight, served as the keynote speaker. Threlkeld, a native of Cedar Rapids, stated during his address, "People like to say that Iowa is a good place to be from, but it isn't a good place to live. I disagree! I live in New York because that's where my work is, but if I had my choice, I'd much rather live in Iowa."

Travel literature distribution increases

The Visitors and Tourism Division, with the assistance of the Communications Group, produced three publications in 1985—*Calendar of Events; Mini-Vacation Guide;* and *Campground Guide.* Over 1,077,576 actual pieces of literature were distributed at trade and travel shows; Welcome Centers; and mailed in response to phone and advertising requests. Total inquiries (including the ad campaign) as of November were 45,762.

Travel shows and group travel marketplaces

Visitors and Tourism staff attended six out-of-state travel and vacation shows and one in-state show during 1985. Shows were held in Cincinnati, Ohio; Kansas City, Missouri; Denver, Colorado; St. Louis, Missouri; Milwaukee, Wisconsin; Dallas, Texas; and Des Moines. In total, the estimated attendance at these shows exceeded 650,000.

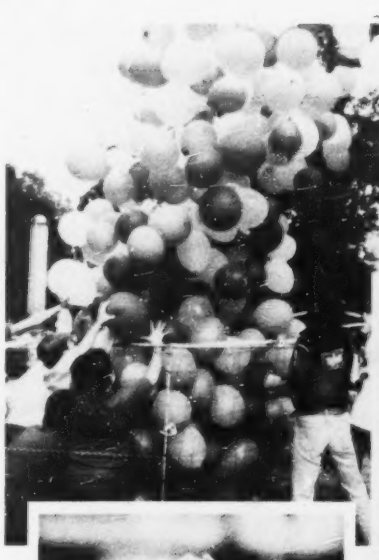
In addition, the staff attended five major group travel marketplaces—National Tour Association Spring Exchange, Ontario Motorcoach Association, National Tour Association, American Bus Association and United Bus Owners of America. At these marketplaces, staff had the opportunity to schedule over 140 appointments with tour operators and group travel packagers.

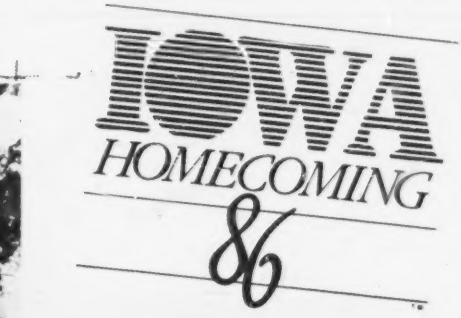
Homecoming '86—Iowans rediscovering Iowa

Over the years, Iowans have made important contributions to their home state and to their nation. Iowa Homecoming '86 enlists the citizens of Iowa to invite them to *"Come home to the Heartland and join us for the celebration."*

Governor Terry E. Branstad describes Iowa Homecoming '86 as "a time for us to celebrate everything that is good about Iowa—our people, our heritage, our values and our traditions."

Communities have been urged to invite former residents home to existing fairs and festivals, to start new celebrations or revive old ones, to hold community reunions or all-school reunions and to encourage families or groups of families to hold reunions in Iowa during 1986.





Governor Terry Branstad (far left photo) and Homecoming Chairman Bill Riley (far left photo) were joined by fellow Iowans (above) — entertainer Marilyn Maye (standing); sitting left or right) singer Bonnie Koloc; Vern Den Herder, former Miami Dolphin defensive end; and space shuttle astronaut Lt. Col. Loren Shriver — at the official Homecoming "kick-off" held on the last day of the 1985 State Fair.

Iowa's Industrial New Jobs Training Program is unique and effective

"The assistance provided to Norplex by the HF 623 program helped lessen the expense of bringing our fabrication operation to Iowa. Instead of selling off an unprofitable business segment, we were able to relocate it and improve its efficiency. This has resulted in 31 new jobs for Iowa and a more competitive operation for Norplex."

Polk Berrieson
Norplex
Plant Manager
Postville

"We at Elgin Alcohol are a new business with new technology (from West Germany) for alcohol production. The HF 623 program has given us a chance for our people to have more time learning the process. The learning process has not had to be rushed due to higher labor costs. By helping us with those costs, we have been better able to teach our people and they have had more time to develop their skills. . . . "

David T. Walser
General Manager
Elgin Alcohol, Inc.

Iowa's New Jobs Training Program has proven to be an effective economic development tool. In a company with less than 20 workers, such as Flex-O-Lite, or one with over 600, as is the case with Greyhound, the effectiveness and flexibility of the program has been appreciated by the new and expanding industries which have taken advantage of it since 1983.

At the end of 1985, 83 companies have signed final agreements with community colleges since the first one was entered into in September 1983. The 83 agreements represent 9,405 new jobs. Eighteen of those agreements were with companies beginning new operations in Iowa. The others were with companies expanding their Iowa operations. The new companies planned to bring in 2,233 jobs; expanding companies were adding 7,172 jobs.

In addition, preliminary agreements to train new workers were signed with 15 companies—with 1,244 new jobs expected to be created. Three of those were new companies planning to bring 305 jobs to the state; the other 11 were expanding their Iowa operations.

In total, the new jobs training program had projects planned or progressing which have added 5,045 new jobs to Iowa's economy within two years of the program's initiation.

Obviously, this program has been successful in attracting business and industry. One of the reasons for its success has been the unique funding scheme provided by legislation. A partnership between the state and local governments in funding training certificates (sold like cities' general obligation bonds in the private bond market) guarantees dollars being available to a new or expanding company for the purpose of training. A portion of the withholding taxes paid by the new employees, and the incremental property taxes generated by buildings and equipment put in place to support those jobs, are used to pay off the certificates over a ten-year period following the signing of an agreement.

The 83 projects in progress with signed agreements had obligated $30,032,244 in certificates sold. The community colleges have expended $4,800,310 on training costs reimbursements and for principal and interest on the certificates outstanding.

What are the effects of the New Jobs Training Program . . . in perspective?

According to a 1984 study by the U.S. Chamber of Commerce, new manufacturing jobs bring in other new jobs to service and support the families of workers and the businesses in which they labor. Using the assumptions of that study, and projecting them for the effect of new jobs on the Iowa economy—for the jobs represented by the training program—summaries of the values of the new jobs training program to the state can be estimated as follows:

Total New Jobs Created (6/30/85)		6,975
Direct Manufacturing	3,016	
Indirect	1,930	
Services	2,029	
Annual Payroll Represented		$ 83,099,680
Annual Sales (76% of Payroll)		$ 63,156,000
Durable	$20,210,000	
Non-Durable	42,946,000	
Capital Invested		$223,635,000
Taxes Paid		
Income Taxes	$ 2,493,000	
Sales Taxes	1,667,000	
Property Taxes	3,400,000	
Total Annually—		
State and Local Taxes	7,560,000	

Certificates are paid off over a ten-year period. During the ten years, salaries will continue to be paid and taxes will flow to various governments. The ten-year cumulative benefit of the new jobs would bring in the following:

Cumulative Payroll		$830,997,000
Sales - Purchases		631,560,000
Taxes Paid		
Income	$24,930,000	
Sales	16,670,000	
Property	34,000,000	
Total local and state taxes		75,600,000
Estimated cost of training (including interest)		39,000,000
Net to state and local government		36,600,000

The state program would not be as effective as it is without the additional opportunity to provide training under the auspices of the Job Training Partnership Act (JTPA), a federal job-training program for eligible laid-off and disadvantaged workers.

During the period when each program was in the developing stages (each began in 1983), coordination has steadily improved. While better coordination could be provided, the trend is positive and the results are demonstrable. As of the end of the 1984–1985 fiscal year, 30 of the 57 projects listed in this report included some element of the JTPA program. Over 6,000 referrals were reportedly made to HD 623 projects by Job Service of Iowa offices.

The Community Resources Group

Four Iowa communities designated "prepared" communities

Jefferson, Oskaloosa, the Iowa Quad Cities and Manchester sucessfully completed the Community Economic Preparedness Program (CEPP) and were designated as prepared communities at the end of 1985. Fifty-three additional communities are currently enrolled in the program.

CEPP, introduced in the fall of 1984, is a training program that provides benchmarks against which a community can measure its own readiness for economic development. Through CEPP, a community can improve its competitive position—a means for each community to realize development goals.

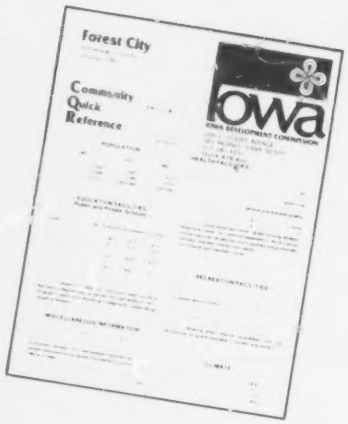
Governor Terry E. Branstad honored the communities of Oskaloosa (left), Manchester (above), Jefferson (right), and the Iowa Quad Cities (not shown) with a plaque designating them as "Prepared." Each of the communities fulfilled the criteria as stipulated by the Community Economic Preparedness Program (CEPP).

Community economic development strategies

The IDC's Community Resources Group presents economic development strategies to groups and organizations and provides "on-site" assistance to economic development leaders and chamber officials.

As part of this effort, the Resources staff works with 275 communities preparing the information printed in the *Community Quick Reference (CQR)* publication. This four-page brochure, prepared with the assistance of the Research and Development Group, provides community data on such aspects as utilities, industrial sites, municipal services, educational facilities, taxes and local manufacturing characteristics. This document is often a prospect's "first glimpse" at communities that fit their company's criteria.

In addition to CQRs, the Community Resources staff is responsible for identifying available buildings within the respective communities that are suitable for commercial and industrial use. As of December 31, 1985, 271 buildings of 10,000 square feet or more have been identified. For many of these buildings, our part-time architect has prepared a marketing brochure that assists in marketing the building to potential business prospects.



Main Street and Existing Industry programs initiated by Community Resources Group

NATIONAL MAIN STREET CENTER
National Trust for Historic Preservation

A SALUTE TO GROWTH

The Main Street program, a downtown revitalization process, has been initiated as one of the programs of the IDC's Community Resources Group. This program, created by the National Trust for Historic Preservation and now administered by the Washington-based National Main Street Center, has been successfully used by scores of towns engaged in revitalization activities and has been incorporated into the economic development efforts in the states of Oregon, Colorado, Texas, Minnesota, Michigan, Massachusetts, Pennsylvania, North Carolina, South Carolina, Tennessee and Georgia.

In December 1985, the Community Resources staff held recruiting workshops for Iowa's Main Street Program. These workshops were held in the towns of Marion, Carroll and Clear Lake. Over 150 people, representing some 35 communities, attended, indicating strong support and interest in the program.

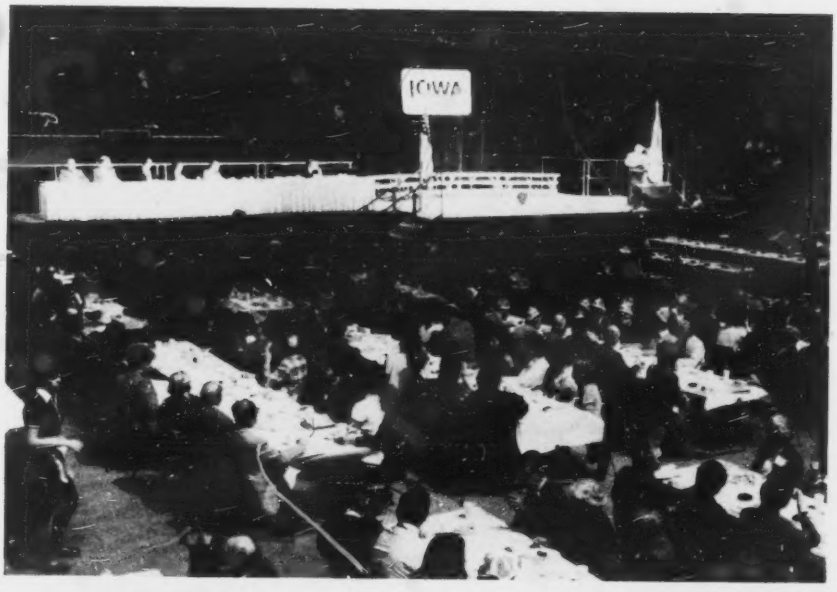
In addition, the Community Resources staff introduced the Existing Industry program, aimed at addressing the needs and concerns of those firms already doing business within the state. In addition, the program will provide information and guidance to communities seeking to establish a local existing industry program. As part of the program's promotional efforts, the IDC will be sponsoring an "Industrial Recognition Week" during the spring of 1986.

The Community Betterment Program

The Community Betterment Program is a statewide program that encourages volunteers to get involved in projects that improve their surroundings, their spirit and their community. During the year, the IDC's Community Betterment coordinator, who is a member of the Community Resources Group, assists volunteers as they organize, choose and work on community, neighborhood or youth projects. Project books, detailing the community's progress, are submitted and displayed at the annual Recognition Day held each fall. In addition, awards are given in special categories.

Last November, Community Betterment Recognition Day was held in Ames. Volunteers from communities located throughout the state attended workshops, viewed community booths and shared ideas. The Recognition Day Awards banquet, again, was televised by WOI-TV (Channel 5) in Ames. This year, 187 communities, neighborhoods and youth groups competed for the various categories. Of these entries, 136 finished the program and 39 of those were classified in the youth category. Monetary awards were presented to the winning communities with the majority of the awards being provided by donations from the private sector.

Communities from across the state participated in the annual Community Booth Display Awards at the 1985 Community Betterment Recognition Day. Above, Governor Branstad presents the first place ribbon in the Overall Community Promotion category to the community of Carson.



During the Recognition Day Banquet, Governor Branstad presented awards to the first place winners during a one-hour live telecast on WOI-TV 5 in Ames.

The Small Business Division

Procurement activities

The Small Business Division of the Iowa Development Commission worked diligently during 1985 in preparing and writing a federal grant proposal for a Cooperative Agreement from the U.S. Department of Defense to establish a procurement technical assistance program. The federal award totalled $61,090, with $80,000 matched from the Iowa Plan Fund.

The receipt of the federal grant for the establishment of an Iowa procurement outreach center places the Small Business Division in the forefront of delivering service to small businesses through a delivery network of existing small business resources and programs. The purpose of the new procurement center is to identify Iowa companies interested in selling goods and services to the federal government and assist them to successfully bid on and receive government contracts.

The division also met with U.S. Small Business Administration procurement specialists in the Kansas City regional office to discuss means to increase Iowa's participation in the PASS program.

Footnote: The Iowa Procurement Outreach Center officially opened on February 7, 1986, on the campus of Kirkwood Community College in Cedar Rapids.

Activities to assist minority, disadvantaged and women-owned small businesses

The Small Business Division and the Small Business Advisory Council met regularly with the Governor's Contract Compliance Coordinating Group to further state contracting opportunities for minority, disadvantaged and women-owned small businesses. Governor Branstad attended two of these meetings to discuss the group's activities and recommendations for his 1986 legislative proposals.

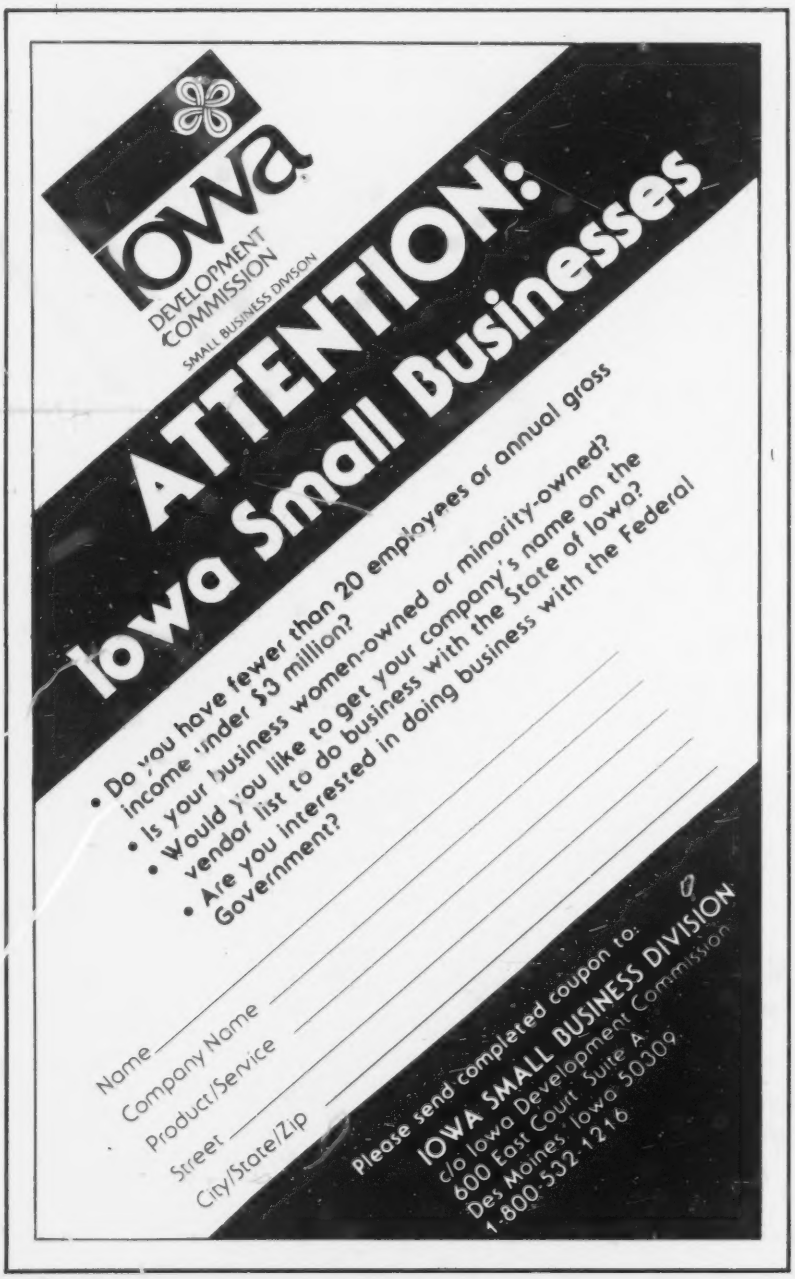
In addition, the division met with representatives of several minority business organizations to receive input on needs they have for assistance in doing business with government purchasing agencies. And, the division participated in the Minority Business Exposition and assisted in the development of administrative rules to implement the "Iowa Female and Minority Small Business Procurement Act."

The division and council will continue to work with State of Iowa purchasing officials to encourage them to purchase from small businesses, as well as minority, disadvantaged and women-owned businesses.

Iowa Small Business Vendor Application program

The division developed an updated application form for use by state purchasing agencies under the Iowa Small Business Vendor Application program. By filing an application with the Small Business Division, vendors may have their names placed on lists for state agencies to use when soliciting bids. In addition, the names may be used by federal agencies seeking to do business with Iowa companies.

To publicize the program, the division, with the assistance of the IDC's Communications Group, developed and implemented a statewide advertising campaign using radio and television announcements that generated over 200 responses.


Iowa
DEVELOPMENT COMMISSION
SMALL BUSINESS DIVISION
ATTENTION:
Iowa Small Businesses
• Do you have fewer than 20 employees or annual gross income under $3 million?
• Is your business women-owned or minority-owned?
• Would you like to get your company's name on the vendor list to do business with the State of Iowa?
• Are you interested in doing business with the Federal Government?
Name
Company Name
Product/Service
Street
City/State/Zip
Please send completed coupon to:
IOWA SMALL BUSINESS DIVISION
c/o Iowa Development Commission
600 East Court Suite A
Des Moines, Iowa 50309
1-800-532-1216

CALL ONE

(Toll-free in Iowa)

1/800/532-1216

(In Des Moines)
515/281-8310 or 8324

Business Information Service
Iowa Development Commission
250 Jewett Building
Des Moines, Iowa 50309

CALL ONE activity increased during 1985. Nearly 2,000 calls were recorded, with a 25 to 30 percent estimate of additional calls received that were not recorded as calls related to license and permit information. Some of the other inquiry areas include product marketing; financing problems/assistance; SBA-PIK disaster loans; business plan development; ideas for starting a new business; procurement opportunities; and management assistance.

Follow-up calls are made six to eight weeks after the initial inquiry, reaching approximately 40 percent of callers. The results indicate that 33 percent had started the business as planned; 39 percent were still in the planning/pending stage; and 28 percent no longer were pursuing their idea.

The majority of the clients seeking assistance from the CALL ONE program indicated that the single, major problem for existing small businesses is lack of financing for operating capital. These businesses lack the equity and collateral to meet higher than usual lender standards.

The CALL ONE program, administered by the Small Business Division, provides prompt and accurate information to new and existing small businesses on licenses and permits; makes referrals to the appropriate management counseling resources; provides information on small business financing options and serves as small business advocates where appropriate to mediate problems or provide for specific needs. The program also coordinates the Iowa Small Business Vendor Application program.

Small Business Advisory Council

Public input meetings provide valuable information

The Small Business Advisory Council (SBAC) is assuming a more visible role as an advocate for small business in the state. Through a series of public input meetings held throughout the state during 1985, the Council received first hand information from small business owners about their greatest concerns and needs. The meetings were held in Mason City, Atlantic, Storm Lake, Cedar Rapids and Fairfield, with total attendance of approximately 200. With this knowledge, the Council developed an agenda of legislative recommendations based on information gathered during the public input meetings.

Additional activities

The SBAC established seven long-range goals at the beginning of the year, as well as an activity plan for both the Council and the Small Business Division (SBD) of the Iowa Development Commission. As one of their goals, the Council sought to improve the working relationships with other agencies and groups.

As part of this effort, the Council met with Citizens' Aide/Ombudsman (CAO) to determine how activities of the SBAC can coordinate with CAO to reach mutual goals. In addition, individual members have been appointed to serve on other small business program advisory groups including: Small Business Development Centers Advisory Council, U.S. Small Business Administration (Des Moines) District Advisory Council and the steering committee for the Iowa White House Conference on Small Business.

The members also met with state purchasing officials to discuss increasing small business participation in state contracting. They also met with Job Service officials to discuss the unemployment insurance concerns of small business, and with the Iowa Development Commission to discuss small business programs and activities.

White House Conference on Small Business announced

The Iowa White House Conference on Small Business, held in Des Moines at the Marriott Hotel on April 11, 1986, was announced at the end of December 1985 by Governor Terry Branstad. During his news conference, Governor Branstad stated, "This conference is a real opportunity for small business owners to come together to discuss issues and problems of concern, and to put forth specific and comprehensive recommendations for the future of small business. We can share our concerns as well as our ideas with our counterparts across the nation."

The Iowa Conference is part of a Congressional action signed by President Ronald Reagan to conduct a National White House Conference on Small Business. The National Conference, scheduled for August 17–21, 1986, will be the second such meeting.

The purposes of the conference are to increase public awareness of the contributions of small business; to identify the problems of small business; to examine the status of minorities and women as small business owners; to assist small business in carrying out its role as the nation's major job creator; to develop recommendations for government action on small business issues; and to review the status of recommendations adopted at the 1980 Conference.

The Iowa Conference discussed issues critical to small business and elected delegates to the National Conference. Issue workshops focused on small business topics, including payroll cost, tax policy, education and training, procurement, international trade, regulatory policy, finance, economic policy and SBA programs.

Sixteen of Iowa's 25 delegates were elected by their peers to represent our state at the National Conference. These small-business persons will represent Iowa's positions in shaping future national policies and initiatives affecting small business.

The Research and Development Group

The data base of the IDC

The IDC's marketing strategies in economic development, industrial trade, food processing and production, and tourism require a base of information for decision-making. The Research and Development Group provides the key elements by assembling and providing those pieces of information for the other groups so that they can successfully accomplish their goals and objectives.

During the past year, the Group coordinated the implementation of data processing into the daily workings of the department. Information on the state's comparative position, available buildings, community quick references, and a variety of specialized data bases have been built into the system. Going to a computer system has provided the vehicle to substantially enhance the department's marketing activities.

In addition to providing support, the Research Group compiles two major directories of information — *Directory of Iowa Manufacturers* and the *Statistical Profile of Iowa*.

The *Manufacturers Directory* is a census of Iowa manufacturers that is updated every two years. It outlines the companies in Iowa, providing the type(s) of product(s) manufactured; employment size; and some contact information. This directory is available from the Commission for a small fee.

The *Statistical Profile* provides data compiled from a multitude of sources on the state itself, surrounding states, as well as some county and community information. This directory has proven to be a useful economic development tool since it gives a prospect a wide spectrum of information about the state of Iowa without having to go to several different sources.

Employment Statistics

	Annual Average Oct. 1984 to Sept. 1985	Annual Average Oct. 1983 to Sept. 1984	Percentage Difference
*Total Labor Force	1,373.5	1,381.6	
*Total Employment	1,305.6	1,314.2	
*Number Unemployed	67.9	67.4	
*Rate of Unemployment	4.9	4.9	
*Manufacturing Employment	207.0	209.9	
Total Domestic Corporations	3,625	3,765	−3.7%
Total Foreign Corporations	915	902	+1.4%
Sales Tax Permits Issued	18,506	17,407	+6.3%
Residential Construction Data			
Number of Dwelling Units	8,204	9,936	−17.4%
New Manufacturing Facility Construction			
Projects	86	65	+32%
*Square Footage	1,076	523	+106%
*Value	77,056	21,938	+251%

*Figures in 000

Sources: Job Service of Iowa; Secretary of State's Office; Iowa Department of Revenue; and Dodge Construction Potentials, F.W. Dodge Division, McGraw-Hill Information Systems Company

New jobs created

Industry	1983 Total	1st Qtr. 1984	2nd Qtr. 1984	3rd Qtr. 1984	4th Qtr. 1984	1984 Total	1st Qtr. 1985	2nd Qtr. 1985	3rd Qtr. 1985
Agriculture	316	36	149	245	61	491	90	272	176
Mining	157	3	39	80	16	138	10	10	5
Construction	4,184	412	1,471	1,677	716	4,276	661	1,491	1,355
Manufacturing	3,404	899	919	1,111	634	3,563	952	870	815
Transportation & Utilities	1,563	402	626	522	306	1,856	527	1,051	298
Trade	16,690	3,476	5,664	4,526	4,349	18,015	3,546	4,390	3,891
Finance	974	337	244	181	164	926	262	276	340
Services	7,053	1,860	1,895	2,292	1,771	7,818	1,991	2,662	2,182
Public Administration	156	10	138	85	32	265	103	55	131
Total	34,497	7,435	11,145	10,719	8,049	37,348	8,142	11,077	9,193

Source: Job Service of Iowa

The Communications Group

The Communications Group promotes the goals, objectives and overall mission of the Iowa Development Commission to the various groups involved and concerned about economic development within the state of Iowa. In addition, Communications develops communication strategies to promote the programs and services provided by the different sections within the Commission. These strategies involve the creation and production of brochures, advertisements, direct mail literature, video tapes, as well as media relations and news releases.

Media coverage touts the state's economic development efforts

The Communications Group works with local, regional and national media representatives to provide them with current information concerning Iowa's economic development. Communications, throughout 1985, worked with the media to gain publicity for programs such as the Iowa New Jobs Training Program, Iowa Industry Expansions, Small Business Vendor Application Program, Community Economic Preparedness Program, Taste of Iowa and the Iowa Community Betterment program.

New York "Sell Iowa" trip gains national media coverage

A prime opportunity to gain national media coverage for Iowa was provided during the Development Commission's "Sell Iowa" trip to New York City last June. During a guest appearance on NBC's "Today" show, Governor Branstad was able to present the positive aspects of the Iowa economy and its strongest appeals to industry. He was also interviewed by Bernard Shaw on the Cable News Network, responding to concerns about the health of Iowa agriculture and stressed the need for federal loan guarantees for Iowa farmers.

In addition to these interviews, the Governor briefed William Wolman, financial editor of *Business Week* magazine, and his editors on the Iowa economy, and the Governor's reception for Iowa alumni was carried on the Associated Press's wire service and picked up by daily newspapers in Iowa.

Uniqueness of Star Clipper attracts national attention

Iowa's Star Clipper dinner train received national television coverage after Iowan Judy Klemmesrud's article on the special train appeared in the *New York Times*. Roger Mudd closed NBC's "Nightly News" on August 22 with a report on the Star Clipper by correspondent Mary Nissensen, and ABC's "World News Tonight" and "Good Morning America" carried a report on the Star Clipper from correspondent Judd Rose on August 25. The national coverage was repeated on local news programs.

Publications awarded

The Mid America Economic Development Council (MAEDC), a professional organization of developers, recognized the Iowa Development Commission's publications at its 1985 award ceremony. MAEDC recommended a "superior" award for the IDC entry in the category "quality of life brochure/report" and the judges selected the IDC's tourism brochures for the "best" award.

Pari-Mutuel racing introduced

The Communications Group assisted the State Racing Commission with the design, content and production of a four-color brochure on pari-mutuel racing in Iowa. Legalized pari-mutuel race tracks began operation in Iowa on June 1, 1985. To help Iowans understand the pari-mutuel system, the brochure provided answers to some commonly asked questions. In addition, the group developed a brochure stand for displaying this literature throughout the state.

Additional IDC publications

In addition to providing editorial, graphic and production assistance to all of the publications implemented by the divisions and groups within the Development Commission, the Communications Group produces a student booklet — "Iowa: A Place to Grow" — which serves as a general reference on the state. Another general reference brochure, "There's A Lot To Learn About Iowa," developed and produced by the Communications Group, provides interesting facts and information about the state. During 1985, both of these publications were updated and revised.

The Communications Group also produces a bi-monthly publication, *Digest*, free of charge. The publication, which has a circulation of 13,582, discusses a wide variety of economic development news, including industrial expansions, economic development programs, tourism attractions and promotions, and community programs.

In 1985, the circulation list was analyzed, revealing that over 550 subscribers are out-of-state and include the economic development directors of other states, executives of corporations with Iowa plants, the editors of economic development publications and Iowa Congressional delegation. Within the state, *Digest* is sent to community resources groups, members of Iowa Professional Developers, railroads, utilities, and all Iowa manufacturers.

Other subscribers on the mailing list include members of the seven regional travel councils, mayors, chamber of commerce executives and state park rangers. Digest is also sent to state legislators, county boards of supervisors, Job Service offices and educational and financial institutions. In addition, several issues are mailed overseas to the IDC's foreign offices and corporations with Iowa interests.

Iowa highlighted in several business publications

In addition to the advertisements previously discussed in the Marketing Group section of this report, the state of Iowa was featured in several special publications.

Business & Industry magazine — The April 1985 issue featured a special section, "Doing Business in Iowa." The copy, provided by Communications, described Iowa's advantages in the areas of job training, statistical process control, employer health care cost reductions, quality of life, construction spending, productivity, available buildings and warehousing facilities.

Commercial Newsletter — A magazine published by the American embassy in London, and distributed to European companies, featured Iowa as its January 1985 cover story. The four-color cover photo depicted a worker at Townsend Industries. The two pages of information discussing investment opportunities in Iowa were provided by the Communications Group.

Business Facilities magazine — The special Iowa section, published in the June 1985 issue, highlighted the business incentives passed by the Legislature and signed into law by Governor Branstad. In addition, the Development Commission ran a four-color advertisement on the back cover, promoting the business tax changes. This special issue was distributed to a national audience of 35,000 company officers responsible for plant and office site selections, real estate agents and Realtors®.

Video production helps communities exhibit their assets

To assist the Community Resources Group and communities in the CEPP program, the audio visual manager provided communities with advice and assistance on producing a community video that will serve as a marketing tool.

During 1985, 31 new community video presentations were added to the IDC Video Library. These communities included:

Knoxville	Des Moines	Waterloo
Burlington	Shenandoah	Red Oak
Fort Dodge	Garner	Manchester
West Liberty	Hampton	Grinnell
Sac City	De Witt	Chariton
Corning	Conrad	Urbandale
Council Bluffs	Muscatine	Greenfield
Ames	Adel	Osage
St. Ansgar	Hartley	Sioux Center
Iowa City	Washington	

Statewide promotion — Homecoming '86

Prior to the employment of a full-time Homecoming '86 coordinator, the responsibilities of initiating Homecoming '86 were given to the Communications Group. During this time frame, the Group, in conjunction with the Iowa Homecoming '86 Committee, solicited logo designs from artists and graphic designers around the state. Once the logo was chosen by the Committee, it was Communications' responsibility to adapt it for a multitude of uses.

In addition, the Communications Group worked with the Homecoming '86 Committee in determining an official theme song for this year-long celebration. Thanks to the generosity of Rosemary Willson, the widow of composer Meredith Willson, the song "Iowa" from Willson's renowned musical. *The Music Man,* was designated as the official theme song for Iowa Homecoming '86.

The Communications Group assisted the Homecoming '86 Committee, as well as the newly assigned Homecoming coordinator, with the official kick-off of Iowa Homecoming '86, held on the last day of the 1985 State Fair. The Group coordinated the publicity, promotional items and informational literature highlighting the goal of Homecoming — Iowans, whether living in-state or out-of-state, celebrate everything that is Iowa, its people, heritage, values and traditions.

After Homecoming's initiation, the Communications Group has continued to work closely with the Homecoming '86 coordinator in promoting this statewide celebration.

"Dr. Discovery" video offers Iowa to weary travelers

The tourism video presentation, "Dr. Discovery's Cure from the Heartland," provides a unique method of presenting Iowa's tourism industry. With its medicine show theme, the six-minute production uses slides and video tape footage, in combination, to showcase Iowa attractions. Developed to recruit more tour bus business for Iowa, the show emphasizes that the cure for vacation travel woes is Iowa.

Film Office

During the year, the Iowa Film/Video Advisory Board conducted a feasibility study for the establishment of a full-time state film office. According to the study, the establishment of an office would improve Iowa's efforts to attract film and video production. The study indicates that more of this multi-million dollar activity could be brought into the state if:

1) a dedicated effort was made to promote and advertise Iowa as a film location, and
2) full-time staff were employed to coordinate these efforts.

Upon completion of the study, the Board recommended that a full-time state film office be incorporated within the Iowa Development Commission.

Iowa's location diversity advertised

Iowa received some excellent visibility as a location for film production in the September 1985 issue of *Millimeter*, a New York based magazine with a circulation of 28,000 readers in the motion picture and television industry. The film office provided photographs and information for inclusion in the Midwest round-up.

Thoms named IDC director; appoints Jolas as deputy director

Allan Thoms of Dubuque assumed the duties of the director of the Iowa Development Commission at the end of January, 1986. Thoms replaced Don Chartier who resigned for a new opportunity in private industry.

At the time of his appointment, Thoms was serving as the president of Rowley Interstate Transportation Company, Inc. of Dubuque. An attorney, he has also held executive positions with Dubuque Bank & Trust Company and Dubuque Packing Company.

Thoms' civic involvement has been extensive. He served as vice chairman of the state Water, Air and Waste Management Commission and as a member of the Iowa Department of Transportation Commission from 1974 through 1979. He was mayor of Dubuque in 1974 and is a past president of the Dubuque Chamber of Commerce.

A native of Clinton, Thoms is a graduate of the University of Iowa College of Law.

After assuming his duties as IDC director, Thoms appointed Tom Jolas, a Mason City real estate broker, as deputy director of the Iowa Development Commission.

Jolas has extensive experience in local and state development organizations, as well as with city and county government. Prior to his appointment, he served as chairman of the industrial development committee in Mason City and as a member of the Iowa Partnership for Economic Progress, a 13-member board from both the public and private sectors appointed by Governor Terry Branstad to develop economic strategies.

A former mayor of Mason City, Jolas is a past president of the Mason City Development Association and a former assistant county attorney of Cerro Gordo County. He currently serves as vice president of the North Iowa Medical Center board.

An attorney, Jolas received both his undergraduate and law degrees from the University of Iowa.

Iowa®
DEVELOPMENT
COMMISSION

IDC DIGEST

January-February 1986
Vol. XV-No. 1

IDC Commissioners

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Ronald H. Schechtman, v. chrm. ..... Carroll
David B. Hinton ..... Des Moines
Robert H. Meier ..... Ottumwa
Karen Merrick ..... Guttenberg
J. Douglas Miller ..... Bettendorf
Jack C. Pester ..... Des Moines
Darrel Rensink ..... Sioux Center
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Norman Rodgers, Legislative Liaison 281-3835
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Address Correction Requested
Include Mailing Label Number
Return Postage Guaranteed

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DES MOINES, IOWA
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WALDMAN, CHERYL
CONGRESSIONAL INFO. SERVICE
4520 EAST-WEST HIGHWAY
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Promoting Downtown:
NEW OPPORTUNITIES ON MAIN STREET

Successful promotion communicates cooperation, excitement and renewed confidence. Many downtown revitalization programs have begun to recognize promotion as an essential revitalization tool, using methods ranging from effective public relations to creative window displays to remake downtown into an exciting, distinctive place for shopping, service and entertainment. An imaginzative, well-conceived promotional program can encourage and reinforce other downtown development activity.

"Promoting Downtown: New Opportunities on Main Street" is the newest addition to the nationally recognized series of training conferences offered by the National Main Street Center (NMSC), a program of the National Trust for Historic Preservation. NMSC staff, local project managers and promotion consultants will offer comprehensive instructions in downtown promotion techniques, including planning special events; working with merchants to improve visual displays, store advertising and point-of-purchase effectiveness; and conducting successful joint retail sales. Promoting tourism and marketing investment opportunities will also be addressed.

The three-day conference will combine traditional lecture presentations with an optional technical seminar for practitioners. Each registrant will receive the newly developed *Main Street Promotion Manual*, containing speaker outlines, a bibliography of promotional literature and other training materials.

For further information, please call Nanette Weber, Main Street Program Coordinator at (515) 281-7972.

June 17-19, 1986
The Savery Hotel
Des Moines, Iowa
Co-sponsor:
Iowa Development Commission